



Frontier Pathways

SCENIC & HISTORIC BYWAY *Path to Adventure*

Frontier Pathways Scenic
And Historic Byway
Corridor Management Plan

Prepared by

Frontier Pathways Scenic Byway, Inc.

www.FrontierPathways.org

April 2010

Frontier Pathways Scenic Byway

Vision Statement

***T**o share with or interpret for visitors the scenic, historical and recreational assets along the byway route, while balancing the preservation of these assets with the economic development of the region.*

January 1995

Frontier Pathways Corridor Management Plan

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Introduction - 1



In 1919 Arthur H. Carhart was the first full-time U.S. Forest Service landscape architect, outdoor recreation planner and founder of the U.S. Forest Service wilderness preservation system. In 1919 he planned State Highway (SH) 165, portions of SH 78 and SH 96, as recreational and scenic roads, the first of their kind. He referred to the Greenhorn Highway as a recreational road.

Carhart was one of the pioneers to understand the importance of comprehensive and integrated recreation planning. He recognized the automobile would play a large and increasing role in American enjoyment of the outdoors. Carhart understood that one day, Americans would drive their automobiles for pleasure, viewing scenery and to get to recreation destinations. He envisioned these pastimes would become the number one outdoor recreation activities in the United States.

Carhart pioneered the concept of automobile-designed and accessible campgrounds on US. Forest Service lands. He designed many campgrounds. Some of the first such sites in the United States included sites at the base of the majestic Sangre De Cristo Mountains and in the Wet Mountains. In part, the Frontier Pathways Scenic and Historic Byway pays tribute to Arthur Carhart's vision of what was to come and what is now.

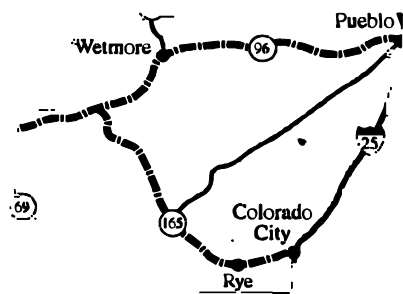
The Frontier Pathways Scenic and Historic Byway was designated as a Colorado State Byway by the Colorado Transportation Commission on December 15, 1994. Strong local and regional support, a well-organized byway committee and outstanding intrinsic qualities assured its designation.

Frontier Pathways Corridor Management Plan

Location and Route

The Frontier Pathways Scenic and Historic Byway (the Byway) is located in south-central Colorado (see Figure 1. Location Map). The Byway is 103 miles long and includes the 51-mile segment of Colorado SH 96 between Pueblo (at Interstate 25) and Westcliffe. It also includes the 52-mile segment of Colorado SH 165 between Colorado City (near I-25) and its junction with SH 96. Other byway communities include Rye and San Isabel along SH 165, and Wetmore, Silver Cliff and Westcliffe along SH 96 (see Figure 2 below).

Figure 2. Byway route.



Traveling west from Pueblo, the route begins in the Arkansas Valley and the Great Plains, traversing scenic and undeveloped open range. As viewed from the Front Range, the Wet Mountains provide the visual backdrop. After traveling west through Hardscrabble Canyon and the San Isabel National Forest, the Byway descends into the verdant open space of the Wet Mountain Valley. Here, the dramatic Sangre De Cristo Mountain Range provides the visual backdrop with many peaks rising more than 14,000 feet above sea level.

Alternatively, traveling west from Colorado City, the Byway traverses the lush green rural landscape of the Greenhorn Valley, with Greenhorn Peak providing much of the visual backdrop. Along this 37-mile segment from I-25 to SH 96, the Byway passes Lake San Isabel into the deep tree cover of the San Isabel

National Forest. There also are several loop tours off the highway.

Purpose of Plan

This corridor management plan (CMP) presents a vision for the Byway. It details ways to showcase an outstanding scenic and historic touring route, generate local income, as well as protect the very resources that make all this possible. The plan is the result of

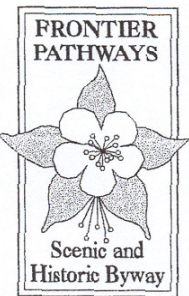
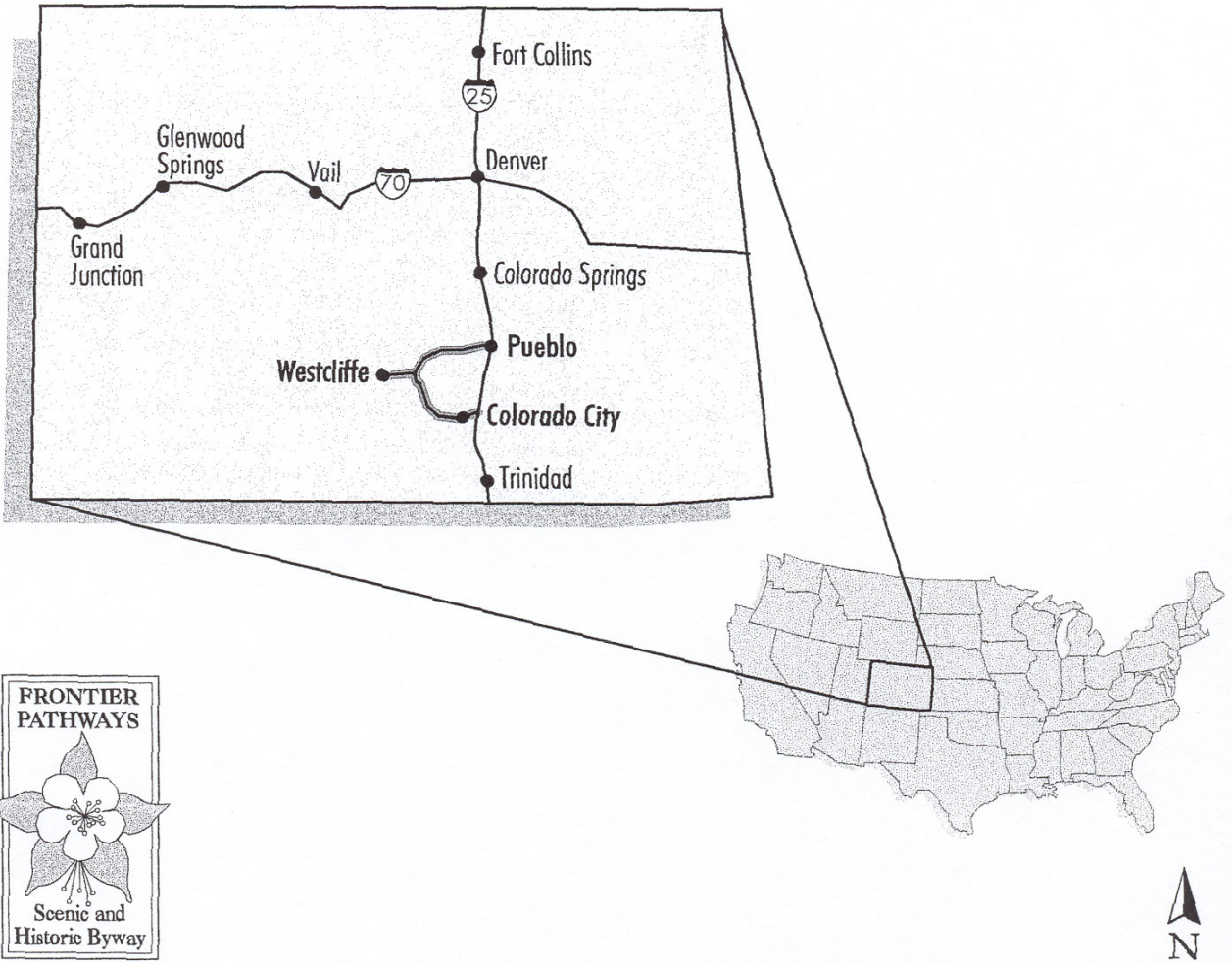
local effort, pride, and the hard work of many byway partners. The purpose of the plan is to provide short and long-term guidance for enhancing and preserving the Frontier Pathways for visitors and local communities. The plan is a means of fostering economic and community development. The CMP also addresses the importance of protecting scenic, historic, recreational and natural resources that attract visitors to the area.

The CMP is flexible, providing management continuity and assuring the byway vision is carried forward into the future. The plan also provides techniques to assist the byway organization in successfully seeking funding for further planning and project implementation. An annual CMP review assures the plan remains a living document. It evolves with factors that influence the course of plan goals and fulfillment.

Desired Outcomes for State and National Scenic Byway Designations

The vision of the Frontier Pathways organization is, in part to find a balance amongst economic development, tourism promotion and resource protection. The Wet Mountain and Greenhorn Valleys are attracting an increasing number of visitors. The Byway organization wishes to encourage a manageable level of visitation, provide provocative interpretation and to assure that the quality of life is maintained in perpetuity. Desired outcomes for the Frontier Pathways from state and national scenic byway designations include:

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ERO Resources Corp.
1842 Clarkson Street
Denver, CO 80218
(303) 830-1188
Fax: 830-1199

Figure 1
Location Map

— Frontier Pathways
□ Colorado

DECEMBER 1997

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Economic, Community and Tourism Development:

1. The economic recovery of the City of Pueblo is a story of great success. The El Pueblo Plaza Project, part of the Historic Arkansas River Walk Project (HARP), is a redevelopment renaissance within Pueblo. As the largest city and anchor community along the corridor, national and state byway designation has been a means of encouraging more travelers to exit I-25. They visit the city, enjoy its rich history and special attractions, as well as contribute to the local economy.
2. The corridor communities of Colorado City, Rye, San Isabel, Wetmore, Silver Cliff and Westcliffe, view byway designation as a means to promote tourism and community pride, as well.

Historical Discovery:

1. The byway region embraces a rich history of Native American culture, western expansion, early ranches, homesteads, settlements, forts and posts. English and German colonization further add to this texture of history. State and national byway designations showcase and interpret this history in a stunning visual environment.

2. State and national byway designations for Frontier Pathways renew interest in the area's history and the living landscape. Designation encourages continued documentation of this history and preservation of structures and sites of historic merit.

Natural Resource Protection:

1. Quality scenic and natural resources characterize the byway. Mountains, valleys, lakes, prairies, stream courses, wetlands and forest cover, provide visual attraction, as well as, support diverse plant and wildlife species. The Byway brings attention to the need to protect these intrinsic resources. State and national byway designation also promotes resource protection.
2. The San Isabel Foundation (SIF) is a local conservancy land trust. It is an active organization committed to resource protection within a region that embraces much of the byway corridor. SIF provides one means of preserving and protecting byway resources. State and national designation provides increased awareness of the need for resource protection and possible funding to accomplish this.

PUBLIC INVOLVEMENT PROCESS - 2

Public meetings were held in the summer of 1994 during the preparation of the Colorado Byways Program nomination application for Frontier Pathways. The meetings were held to inform the public and solicit input about the byways program, as well as, outline the pros and cons of designation. The meetings resulted in increased awareness and support for byway designation. As a result, the organization expanded in size, diversity and level of interest.

This initial public process also included numerous phone calls and presentations to interested agencies, organizations and individuals, as well as newspaper articles. The strength of the Byway organization is due, in part to these early public involvement actions.

Corridor Management Planning Process

The Frontier Pathways organization facilitated the public involvement process throughout the preparation of this plan. This process included:

- Articles in all of the area newspapers
- A series of public meetings in Pueblo, Colorado City and Westcliffe
- Small group meetings and presentations
- Ongoing phone and letter communication with interested agencies and individuals
- Direct mailings

Ongoing Involvement

The Frontier Pathways organization is committed to monitoring the success of their efforts. Organization meetings are open to the public, well publicized and held at convenient locations along the byway. Public meetings help monitor ongoing sentiment about byway management.

Media Relations

Area newspapers are especially effective in distributing information in rural areas. Pueblo, Colorado City and Wet Mountain newspapers frequently carry articles about the Byway and ways for people to actively participate. The organization maintains ongoing relationships with area newspaper writers and editors.

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BYWAY ORGANIZATION, MANAGEMENT and PARTNERSHIP DEVELOPMENT - 3

The Byway organization believes the success of implementing a corridor management plan is dependent on the strength of the organization. This involves a common vision and clarity of mission. The organization is comprised of partnerships with local, county, state and federal agencies. These partnerships produce effective communication, use of time and resources, along with regional coordination.

Byway Organization and Community Leadership

Many byway participants also serve as community leaders. Active involvement of community leaders well versed in current byway activities has strengthened the organization. Periodic surveys will be conducted to gauge opinion about the quality and effectiveness of byway leadership and its' relationship to community leadership.

The Byway organization is currently staffed by a part-time Executive Director (ED). In the past, when staffing included volunteers, "burnout" was an ongoing concern. Many of the volunteers served in other community volunteer capacities. The organization is aware that the long-term effectiveness and sustainability of the Byway organization are critical to its success.

Organizational Structure

The Frontier Pathways Scenic Byway, Inc. is a 501-c3 non-profit corporation. This status permits the organization to receive public and private sector funding, including many foundation grants. The organization has bylaws and elects a Board of Directors (BOD) biannually. The Board represents a

large, diverse membership group. Board members include landowners, business owners, representatives from state and federal agencies, as well as public and private sector recreation and tourism providers. Four committees provide assistance:

- (1) Interpretation Committee,
- (2) Historic Resources Committee,
- (3) Resource Protection Committee and
- (4) Marketing Committee.

Management Approach

The BOD meets on an as-needed basis, usually about every three months. Meetings are more frequent when planning and project development are underway. The management style is aligned with the needs of the occasion. Robert's Rules of Order are used at board meetings and formal motions regarding decisions or expenditures, are voted upon.

Administrative Needs

Frontier Pathways Scenic Byway, Inc. maintains an office and Interpretive Center in the El Pueblo History Museum complex at 301 North Union Ave. Pueblo, Colorado. The ED staffs the office and responds to inquiries. Computerized mailing lists are maintained for byway mailings. The BOD (President, Vice President, Secretary, Treasurer and Members-at-Large) are responsible for executive decisions, which are implemented by the part-time ED. Minutes are taken of all board meetings and approved at subsequent meetings. The Byway organization maintains bank accounts in Westcliffe and Pueblo. As the organization grows and funds allow, more projects will be implemented, along with marketing the Byway.

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Partnerships

The Byway organization is continually cultivating new partnerships in a win-win dynamic for both the organization and partners. The organization is a diverse group of individuals and entities. The Frontier Pathways organization also maintains ongoing partnerships with local, county, state and federal agencies. Partnerships include:

Local Communities & Organizations

- *City of Pueblo*
- *Pueblo Archeological and Historical Society*
- *Valley Park and Recreation Youth Center, Inc.*
- *Greater Pueblo Chamber of Commerce*
- *Pueblo Latino Chamber of Commerce*
- *Greenhorn Valley Chamber of Commerce*
- *El Pueblo History Museum*
- *Town of Wetmore*
- *Town of Greenwood*
- *Town of Silver Cliff*
- *Town of Westcliffe*
- *Community of San Isabel*
- *Town of Rye*
- *Colorado City Metropolitan Management Board*
- *Hardscrabble-Wetmore Historical Society*
- *Westcliffe Center for the Performing Arts*
- *All Aboard Westcliffe Museum*
- *Silver Cliff Mining Museum*

County Organizations

- *Pueblo County Board of Commissioners*
- *Pueblo County Department of Planning and Development*
- *Pueblo County Chamber of Commerce*
- *Pueblo County Archaeological & Historical Society*
- *Custer County Board of Commissioners*
- *Custer County Chamber of Commerce*
- *Custer County Genealogical and Historical Society*
- *Custer County Tourism Board*
- *Custer County Non-Profit Collaborative*
- *Custer County //Silver Cliff / Trails System Colorado Community Resource Center*
- *Custer County Non-Profit Collaborative*
- *Greenway and Pueblo Nature Center*

State Organizations

- *Colorado Division of Wildlife*
- *Colorado Division of Parks and Outdoor Recreation*
- *Colorado Historical Society*
- *Colorado Department of Transportation (Region 2)*

Federal Agencies

- *US Forest Service*
- *Federal Highway Administration*

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BYWAY ORGANIZATION VISION AND OBJECTIVES - 4

The Frontier Pathways organization is committed to providing an outstanding touring route for byway visitors. Partners are proud of the byway's resources and merits. They wish to effectively showcase these resources for visitors and residents.

Vision

Regional workshops were conducted in February and March 1995 as part of the Colorado Statewide Byways Program Planning Project. The Frontier Pathways organization met in La Veta, Colorado and drafted the following mission (not vision) statement for byway management:

To share with or interpret for visitors the scenic, historical, and recreational assets along the byway route, while balancing the preservation of these assets with the economic development of the region.

The need to balance tourism and economic development with resource protection is central to the vision. The organization encourages sustainable growth, but not at the cost of compromising resources that attract visitors. The vision statement focuses on visitor needs and services. However, significant byway-related development and activities must have the support of area residents.

Objectives

A. Establish and sustain a locally managed byway organization that can effectively manage the Byway for the long term, including developing and maintaining long-term partnerships. Local participation is critical to the success of the Byway.

- B. The Byway organization maintains a public and private sector involvement process that assures long-term representation of all byway stakeholders.
- C. Frontier Pathways will support an ongoing effort to provide visitors with quality services and attractions unique to the Byway. Tourism, economic development, marketing and promotion aim at benefiting this uniqueness.
- D. Develop and produce high quality interpretive materials that enhance the byway visitor's experience of the route. These materials should be provocative, emotive, education and entertaining.
- E. Design and build interpretive sites, stations, pullouts and signage to enhance the visitor's knowledge, appreciation and enjoyment of the Byway.
- F. Develop an integrated byway signage program to aid visitors.
- G. Protect and enhance the Byway's outstanding historic, scenic, recreational, cultural and natural intrinsic qualities for visitors and residents alike. Working with public and private sector agencies and entities, Frontier Pathways will be a willing partner in promoting beneficial land use planning and protecting key resources.
- H. Consistent with local community goals and resource protection needs market and promote the Byway.
- I. Develop diversified funding sources and partnerships that maximize available private and public sector resources.
- J. Visitor management will aim to protect private property rights. Visitor management will include the distribution of information that fosters these ethics.
- K.

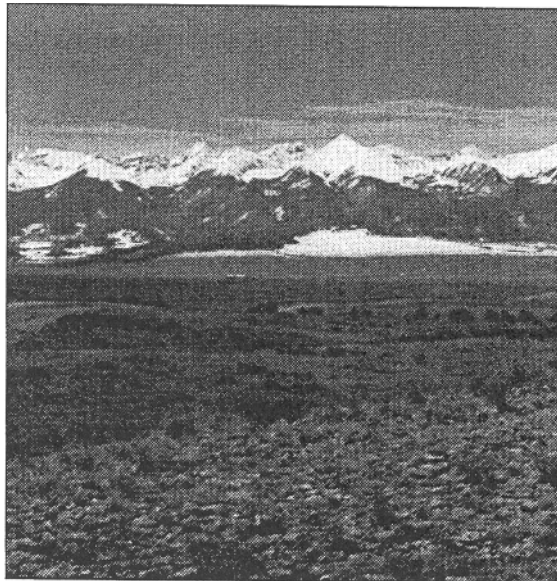
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CORRIDOR BOUNDARIES and MAJOR LAND USES - 5

Corridor Boundaries

The majority of the Byway is within Custer County; the remaining is in Pueblo County. The corridor is 103 miles in length (see Figure 3). There is not a designated width to the corridor. Viewsheds, geographic or physiographic characteristics, as well as attractions are key factors in describing corridor width.

Along SH 96 within the Wet Mountain Valley, the viewshed includes extensive ranch or farmland, with the Sangre De Cristo Mountains as a visual backdrop. In Hardscrabble Canyon, the viewshed is constrained by the canyon walls, so the corridor is narrow. Corridor visibility varies along SH 165. The viewshed is limited in the San Isabel National Forest, but expands in the Greenhorn Valley.



The corridor includes features that are not directly on SH 96 or SH 165. Historic structures, including cabins, ranch houses, one-room schoolhouses, a railroad museum, as well as old town sites, such as Rosita are considered corridor attractions. The 5-mile Pueblo loop tour includes Union Avenue

Historic District Walking Tour, El Pueblo History Museum, Pueblo Zoo, Rosemont Mansion Museum, Pueblo Greenway & Nature Center, Colorado State Fairgrounds and other attractions. The residential Pitkin Avenue Historic District is located near the Byway on the west side of Pueblo.

Three loop tours provide access to attractions near Westcliffe: the 15-mile long Wet Mountain Valley Heritage Tour, the 15-mile long One-Room Schoolhouse Tour and the 3-mile long Westcliffe and Silver Cliff Historical Walking Tour. The 26-mile Beulah Valley Tour is accessible via SH 165 near San Isabel and via SH 78 from Pueblo.

East of 1-25 and Colorado City, the Graneros Canyon excursion provides a scenic view of the canyon's rock gorge. Small side drainages also contribute to the geological diversity of this canyon.

Land Use and Ownership Patterns

Land uses along the Byway are diverse. Pueblo is an urban setting. However, as one travels west, land use is increasingly rural. Colorado City, Rye, San Isabel, Wetmore, Silver Cliff and Westcliffe are all rural communities. Segments of both SH 96 and SH 165 traverse the San Isabel National Forest and are undeveloped forestland. Ranch and farmland are typical within broad expanses of the Wet Mountain Valley.

Ten miles of SH 96 and 25 miles of SH 165 cross federally owned lands managed by the US Forest Service (San Isabel National Forest). The remaining 68 miles, or 66% of the Byway is privately owned. Lot sizes in Pueblo, Colorado City and the rural communities along the Byway are smaller, compared to the large working ranches and farms along the Byway.

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EXISTING VISITOR SERVICES - 6

Many visitor services and attractions along the byway provide for diverse needs and desires. Attractions are discussed in detail in the Recreation Resources section.

Hospitality and Visitor Information Services

The Pueblo Chamber of Commerce provides visitor information. Byway brochures are available at the El Pueblo History Museum. One goal of the organization is to improve the Frontier Pathways Interpretive Center to include an indoor interactive electronic kiosk. The outdoor garden with interpretive signage has been completed. Many hotels, historic buildings, restaurants and city attractions are available to byway visitors within a short distance. The Historic Arkansas River Walk is only two blocks from the Frontier Pathways Interpretive Center.

At 1-25 near Colorado City, the Cuero Verde Rest Area and Interpretive Center provides information for byway visitors. Colorado City, Rye and San Isabel provide motels, restaurants and attractions. At the west end of the byway, Silver Cliff and Westcliffe provide information at the All Aboard Westcliffe Museum. The Byway organization's administrative office is in the El Pueblo Museum complex, as part of the Frontier Pathways Interpretive Center.

Support and Emergency Services

Pueblo, Colorado City, Westcliffe and other locations along the Byway provide gas and automobile repair services.

Emergency transport and medical services are available in Pueblo, Colorado City and Westcliffe. The Byway is routinely patrolled by the Custer and Pueblo Counties Sheriff's departments.

Fire response is provided by municipal fire departments. The US Forest Service responds to fires in the San Isabel National Forest. Informal agreements between emergency service providers ensure response by the closest provider with other providers contributing backup response.

Accessibility

Many visitor attractions are accessible to individuals with physical disabilities. As sites are redeveloped or newly constructed, ADA (Americans with Disabilities Act) compliance will ensure accessibility.

Interpretive Services

Interpretive services along the Byway include the El Pueblo History Museum, Rosemont Mansion Museum (National Register of Historic Places), Pueblo State Recreation Area Visitor and Interpretive Center, Greenway & Nature Center, Pueblo Zoo, Old Westcliff' Schoolhouse, Pueblo Historical Society Museum, Silver Cliff Mining Museum, All Aboard Westcliffe Museum and Robber's Roost Old West Museum in Rye.

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INVENTORY and ASSESSMENT OF INTRINSIC QUALITIES - 7

Overview

The Byway is rich in intrinsic qualities that include, outstanding scenic vistas, natural resources that support diverse plant and animal species, numerous recreation sites, historic sites, structures and districts, along with, a cultural landscape reflecting both the past and present.

Ecosystems

The Frontier Pathways byway corridor and viewsheds encompass ecosystems or life zones from the prairie to alpine tundra, encompassing 8,000 feet of vertical distance. This unique byway attribute, results in unparalleled biological, geographic and visual qualities. Following is baseline information, regarding the ecosystems, a general description of their visual character, as well as, common plant and animal species.

Prairie Grasslands:

The prairie grasslands near Pueblo and Colorado City comprise the flat, largely treeless plains below 5,600 feet in elevation. Cottonwoods and riparian vegetation are found along drainages. Rolling hills and steep mesas also occur within this ecosystem. Common plants include rabbitbrush, sage, yucca, prickly pear cactus, buffalo grass and blue grama. Common wildlife includes rattlesnakes, coyotes, foxes, ground squirrels, jack rabbits and badgers.

Lowland Riparian:

Lowland riparian areas are located along the Arkansas River and the Pueblo Reservoir, drainages and canals. In contrast to the plains, several plant and tree species thrive near these water

sources. Common plants include plains cottonwood, several willow species, cattails, bulrush and prairie cordgrass. Common wildlife includes muskrat, raccoons, fox squirrels, river otter, Canadian geese, red-tailed hawks, great blue herons, mallards and great-horned owls.

Montane Shrublands:

Montane shrublands occur between 5,500 and 10,000 feet. They are transition zones between the grasslands and coniferous forests, as well as, piñon pine-juniper woodlands. The shrub lands are biologically, geographically and visually diverse. Common plants include Gambel oak, mountain

-mahogany, sagebrush, saltbrush, rabbitbrush, and serviceberry. Common wildlife includes a diversity of bird species, coyotes, mule deer, gray foxes and jack rabbits.

Piñon Pine-Juniper Woodlands:

The piñon pine-juniper woodlands along the eastern flank of the Wet Mountains comprise a transition vegetation zone from the prairie grasslands and montane forests. This ecosystem is characterized by small conifers and small shrub or grass cover.

Common plants include one-seed juniper, Utah juniper, Colorado piñon pine and mountain mahogany. Common wildlife includes chipmunks, cottontails, mule deer, jack rabbits, gray foxes, mountain lions, porcupine, rock squirrels and a wide diversity of bird species.



Blue Grama (pictured above)

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Mountain Riparian:

Mountain riparian areas (such as those within in the San Isabel National Forest) occur along drainages, ponds and lakes. They provide a lush visual quality in contrast to drier surroundings. Common plants include narrow and Lanceleaf Cottonwoods, aspen, Colorado blue spruce, alder, river birch, chokecherry, gooseberry, rush and sedges. Common wildlife includes a great diversity of birds, beaver and cottontails.

Mountain Grasslands:

Due to a combination of soil type, precipitation and temperature, mountain grasslands in the Wet Mountains and Sangre De Cristos are unsuitable for trees. These areas frequently stand in visual contrast to forested mountain areas. Common plants include fescue, blue grama, tufted hairgrass, junegrass, pasture sage and prairie sage. Common wildlife includes bluebirds, swallows, sparrows, elk, gophers and a variety of rodents.

Montane Forests:

Montane forests of the San Isabel National Forest are characterized by ponderosa pine on south-facing slopes and Douglas fir on north-facing slopes. The majority of forested areas along the Frontier Pathways are montane forests. They vary from gentle slopes and rolling hills, to steep densely forested mountain sides.

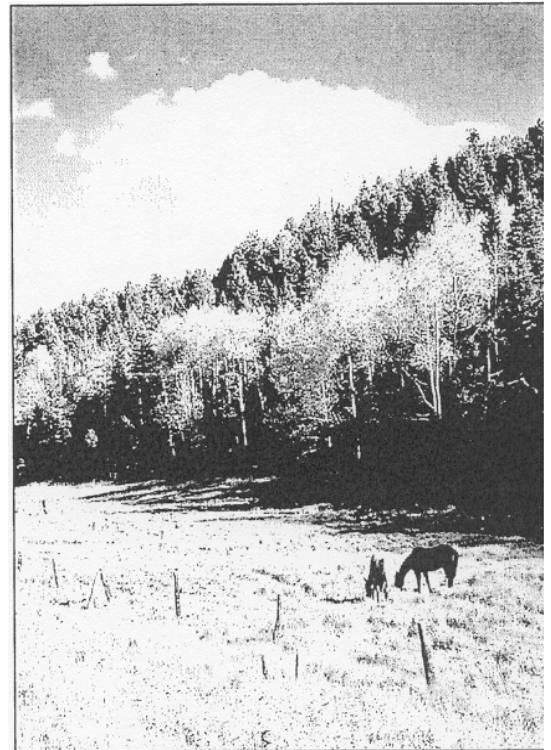
Ponderosa pine forests frequently have open under-stories of kinnikinick, blue grama, junegrass, and Rocky Mountain juniper. Common animals include chipmunks, mule deer and porcupines. Douglas fir, mountain common juniper, and rocky mountain maple are typical of north-facing slopes. Pine and southern red-backed squirrels frequent this ecosystem.

Aspen groves also are common in montane forests of the Wet Mountains

and the Sangre De Cristos, between 8,000 and 10,500 feet elevation. They are often the only deciduous tree at these elevations. The aspens turn a bright gold color in the fall. Common plants include Wood's rose, columbines, daisies and fescue. Common wildlife includes snowshoe hares, martens, pine squirrels and voles.

Subalpine Forests:

Subalpine forests of the San Isabel National Forest and the Sangre De Cristos are typical from about 9,000 to 11,000 feet elevation. Common trees include subalpine fir and Engelmann spruce. Common plants include blueberry and arnica. A large diversity of birds frequents this ecosystem.



View from Highway 165

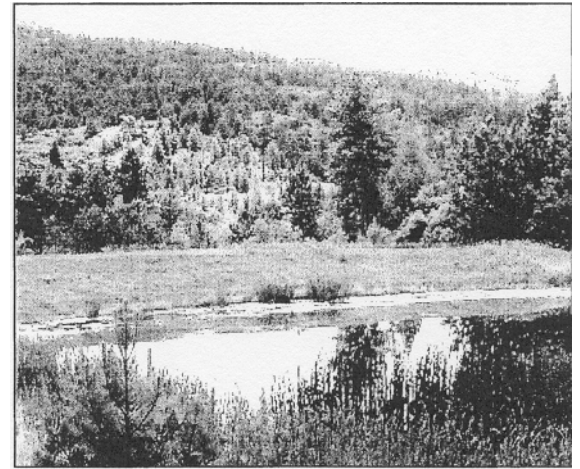
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Scenic Resources

The Frontier Pathways contains outstanding scenic resources. It is comprised of large landscape units with common visual characteristics. The lush Greenhorn Valley, the park-like setting between Pueblo and the Hardscrabble Plateau, the Wet Mountains, the San Isabel National Forest, Hardscrabble Canyon and the Wet Mountain Valley, all provide the traveler with magnificent views. As the traveler journeys west and descends from Hardscrabble Pass, the view of the Sangre De Cristo Mountain Range is stunning. During clear weather, the traveler can see the entire range. The Sangre De Cristo range spans over 100 miles in length, including 13 peaks over 14,000 feet in elevation and 39 peaks over 13,000 feet. The Sangre De Cristo Mountains are the backbone of the Rocky Mountain System. Figure 4. Scenic and Natural Resources, describes the scenic attractions from the following 17 view points along the Byway:

1. Large view shed across prairie and shrub lands, views of the Wet Mountains, Pikes Peak, and Pueblo Reservoir.
2. Views shed across prairie to Pikes Peak
3. Pristine view shed of piñon-juniper woodlands
4. Half-Way House Stage Stop
5. Pastoral ranchland with Pikes Peak as a backdrop
6. Hardscrabble Plateau and Pikes Peak
7. Hardscrabble Canyon
8. San Isabel National Forest
9. Pastoral view of homesteads and creek corridors
10. View of Lake Isabel
11. Viewshed of Great Plains
12. Characteristic ranchland
13. View across open fields to Greenhorn Peak, Spanish Peaks, Pikes Peak and the Sangre De Cristo Mountains
14. View of Sangre De Cristo Mountains
15. View of historic homesteads

16. Expansive view shed of Sangre De Cristo Mountains and views to the north and south
17. Expansive view shed of the Wet Mountain Valley and Sangre De Cristo Mountains
18. Views of historic mines (not on Fig. 4)



View from State Highway 165

Natural Resources

Changes in elevation along the byway result in diverse physiographic flora and fauna. The following resource attributes are worthy of interpretation for visitors. Interpretive methods for natural resources are discussed in Interpretive Planning Approach section (see Figure 4. Scenic and Natural Resources).

1. Elevation (4,700 feet to over 14,000 feet): The Byway provides views of ecosystems from the Great Plains to the Continental Divide. This results in great physiographic and species diversity.
2. Water Resources: Watershed dynamics are evident in the Wet Mountain Valley. Snow accumulates in the Sangre De Cristos, melts and descends in drainages to the valley floor. Water quality is very good.
3. Cultural Landscape: Most of the valley floor has been modified by farming and ranching. However, there are remnants of native prairie or grasslands. The cultural landscape is an important interpretive theme.

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4. **Wildlife:** Is abundant along the corridor, including elk, mule deer, antelope, black bears, mountain lions and blue grouse. Herds of big horn sheep were transplanted into Hardscrabble Canyon several years ago. Wildlife viewing is an important visitor activity.
5. **Endangered Species:** Remnant populations of native Colorado greenback cutthroat trout were found in Apache Creek and Sangre De Cristo Creek. These populations were used to introduce the species elsewhere in Colorado. A pair of nesting Mexican spotted owls is located near Hardscrabble Canyon. There are only seven known pairs of this species in Colorado. Several peregrine falcon nests are located near Lake Isabel.
6. **San Isabel National Forest:** The San Isabel National Forest is managed under a multiple resource mandate. Resource management is guided by the San Isabel National Forest Land Resource Management Plan and Environmental Impact Statement.
7. **Natural Resources:** Settlers depended on natural resources for survival. Hunting, agriculture, ranching, as well as, gold and silver mining supported early settlers.
8. **Geology:** The 70-million year old Sangre De Cristo and Wet Mountains are geologically young and active. Up-thrusting of these mountains is still occurring.

Recreation Resources

Recreation opportunities along the byway range from urban activities to wilderness experiences. See Figure 5. Recreation Resources, Visitor Services & Amenities. Recreation and attractions

are available year round. Partners include: the byway Interpretation and Marketing Committees, US Forest Service, Colorado Division of Parks and Outdoor Recreation, Colorado Division of Wildlife, as well as, the counties and communities.



Lake Isabel

Recreation activities include scenic viewing from automobiles, viewing historic structures and sites, nature study, wildflower viewing, photography, hiking, horseback riding, bicycling, picnicking, camping, backpacking, flat-water recreation, lake and stream trout fishing and cross-country skiing. Figure 5, Recreation Resources, Visitor Services, and Amenities delineates many of the recreation attractions.

Recreation attractions include:

- **Pueblo Attractions:** the 1889 Union Depot, Union Avenue Historic District, El Pueblo History Museum, Rosemont Mansion Museum, Pueblo City Park and Zoo (both listed in the National Register of Historic Places), Pitkin Residential Historic District, Sangre De Cristo Arts Center, Greenway & Pueblo Nature Center, Colorado State Fairgrounds and special events.

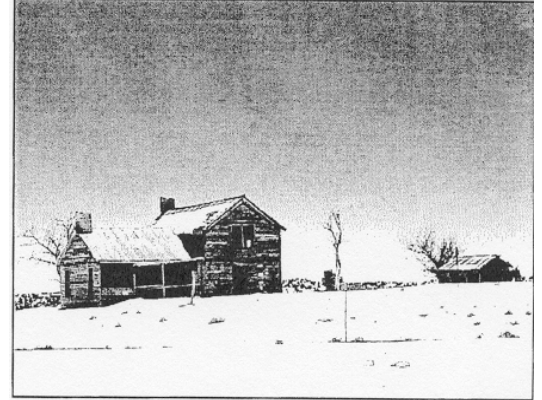
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- Pueblo State Recreation Area: power and sail boating, water skiing, picnicking, camping, general day use, hiking, nature study and viewing interpretive displays
- Pueblo Mountain Park (National Register of Historic Places)
- Smith Creek Camp Ground (not maintained)
- CO. Division of Wildlife Viewing Area
- Lake DeWeese
- Bishop's Castle
- Mission Wolf
- Greenhorn Mountain Wilderness Area
- Greenhorn Meadows Park
- Numerous dispersed opportunities and developed recreation facilities within the San Isabel National Forest
- Numerous hiking, backpacking, cross-country skiing and horseback trails in the Sangre De Cristo Mountains and Wilderness Area
- The nationally renowned Rainbow Trail along the east side of the Sangre De Cristo Mountains
- Alvarado and Lake Creek Campgrounds (U.S. Forest Service, Sangre De Cristo Mountains)
- Ophir Creek Campground (US Forest Service)
- Davenport Picnic Area & Campground (US Forest Service)
- Lake Isabel US. Forest Service Recreation Area
- Annual special events hosted by Frontier Pathways communities and organizations. (Refer to website)

Historic Resources

The Byway showcases a rich pre-historic and human story of occupation, settlement and industry. Archaeological sites confirm Clovis and Folsom

occupation dating back over 10,000 years. The Native American Ute population fought alongside Spanish Governor De Anza in 1779 to defeat Comanche Chief Cuerno Verde, near Colorado City.



Half-Way House Stage Stop

Some of the earliest high country colonization, homesteading and ranching in the Rocky Mountain Region, occurred here. The Byway is a living, cultural landscape that stands as a record of the history of Native Americans, Hispanic and European (English and German) settlers.

The Byway is a living museum linking all the cultural and historic landscapes that have resulted from the beginning of human occupation to present day. The visitor participates in the history of transportation, architecture, agriculture, and the colonization of a region that hugs the backbone of the Rocky Mountains, the Sangre De Cristo Mountains.

Frontier Pathways is host to a remarkable number and diversity of historic structures and sites. Many are on the National Register of Historic Places. Custer County is home to over ten "Centennial Ranches" that have been functioning cattle ranches for over 100 years. Pueblo has more properties on the National Register than any other city in Colorado, excepting Denver.

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Pueblo historic resources include the Union Avenue Historic District in Pueblo, Union Depot (1889) and Pueblo City Park and Zoo. All of these treasures are on the National Register of Historic Places. Additional resources include Rosemont Mansion Museum (National Register), Pitkin Avenue Historic District, and El Pueblo Historic Museum, which has been integrated in the El Pueblo Plaza redevelopment project along the Arkansas River. The finished product will rival San Antonio's famous urban riverfront. Pueblo Mountain Park, a regionally unique mountain recreation area, is located 25 miles southwest of Pueblo near Beulah. It speaks of the quality of 1930s craftsmanship for wood and stone, which are regionally significant design elements.

Additional historic properties include the Beckwith Ranch near Westcliffe, recently purchased for protection and preservation, the Augusta Homestead, the Mingus Homestead (National Register), Wetmore General Store and the charming forest community of Beulah. There are five museums along the Byway, as well as six one-room schoolhouses near Westcliffe (One-Room Schoolhouse Loop Tour).

Figure 6. Historic and Cultural Resources, delineates the location of several historical structures or sites.

1. El Pueblo History Museum
2. Pueblo City Park and Zoo
3. Union Depot
4. Union Avenue Historic District
5. Half-Way House Stage Stop
6. Wetmore General Store
7. Buzzard's Roost and Hardscrabble
8. Settlement Sites
9. Kattnig Homestead
10. Novic Homestead
11. Rosita Cemetery
12. Querida Historic Mining Ruins
13. Old "Westcliff" Schoolhouse
14. Old Westcliffe Jail
15. Beckwith Ranch
16. Ula Cemetery

17. Willows Schoolhouse
18. Adobe Schoolhouse (no longer standing)
19. Pinegrove (Canda) Schoolhouse
20. Hope (Lutheran) Cemetery
21. Colfax German Colony Site (wrong on map)
22. Augusta Homestead District
23. Mingus Homestead (National Register of Historic Places)
24. Clarkson Homestead
25. Beulah and Pueblo Mountain Park
26. Lake Isabel National Forest Recreation Area
27. Cuerno Verde Battle Site

The list below includes additional sites:

Museums:

Bessemer Historical Society Museum of Industry and Culture
Pueblo County Historical Society Museum
Pueblo Railway Museum
Pueblo Weisbrod Aircraft Museum
Southeastern Colorado Heritage Center
The Pueblo Dr. Martin Luther King, Jr. Holiday Commission & Cultural Center
Silver Cliff Museum in the Historical Silver Cliff Town Hall and Fire House
All Aboard Westcliffe

Historic Cemeteries in Custer County:

Wetmore
Silver Cliff
Assumption
Hillside

One-room schoolhouses (left standing) in Custer County:

Pinegrove (Canda)
Isle (at Custer County Fairgrounds)
Willows
Blake
Wetmore
Silver Park
Old "Westcliff" Schoolhouse

Other Historic Sites in Custer County:

Geysers Mine in Silver Cliff
Colfax German Colony Site
Turner Mill

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The following is a chronological listing of people, places, and events:

- 1779** Spanish Governor De Anza and Utes defeat Comanche Chief Cuerno Verde, near Greenhorn Park
- 1806-1807** Zebulon Pike's Expedition
- 1832** Maurice LeDuc Buzzard's Roost Fort site
- 1842** Early American settlement at Fort Pueblo
- 1843** Some of the first Rocky Mountain cattle ranches near Wetmore, including Kinkead Ranch Site
- 1844** Hardscrabble Settlement Site
- 1845** Early American settlement at Barclay's Post
- 1848** Major John C. Fremont began fourth and last expedition into Rocky Mountains
- 1860** First Colorado water right granted near Wetmore
- 1860s** Mace's Hole
- 1860s** Hardscrabble area ranches common
- 1870** German homesteader settlement, first colonization attempt in Colorado
- 1870s** Homesteaders and ranchers are common in Wet Mountain Valley
- 1870s** Wetmore and Greenwood communities
- 1870s** English settlers arrive in north Wet Mountain Valley
- 1871** Beckwith Cattle Ranch fully operational
- 1872** Gold discovered in Rosita
- 1873** Half-Way House Stage Stop on Jackson Hill
- 1874** Gold discovered in Querida
- 1876** Wixson homestead on Greenhorn Highway
- 1878** Gold and silver discovered in Silver Cliff
- 1879** General Store in Wetmore
- 1879** Silver Cliff founded
- 1880s** Silver Cliff population at 5,000
- 1881** Westcliffe founded
- 1889** Union Depot constructed in Pueblo
- 1889** Augusta homestead community founded
- 1891** Second Mace homestead community founded
- 1891** Old "Westcliff" Schoolhouse built

1919 Carhart's auto touring concepts and Greenhorn recreational road redefine recreational planning. Result in the first US Forest Service campgrounds in the country

1920s San Isabel Recreation Association plans with US Forest Service. Willow Creek developed

1930s Pueblo City Park and Zoo (CCC project)

1930s Planning of Pueblo Reservoir

1936 San Isabel Recreation Association and US Forest Service Recreation Area (CCC project)

1963 Colorado City, one of first planned communities in Colorado



Pueblo Mountain Park

Cultural Resources

The byway traverses a cultural landscape reflecting the history of Native Americans, European and American migration, homesteading and settlement. This living cultural landscape tells the story of high country ranching, integrated outdoor recreation planning (Arthur H. Carhart), transportation development, architecture and natural resource management.

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THE VISITOR EXPERIENCE - 8

The Byway experience is a function of several factors. It includes what visitors expect before they travel the Frontier Pathways. It also encompasses the physical and social settings and activities along the Byway. Understanding expectations and what the Byway has to offer helps determine ways of enhancing the visitor experience. Soliciting input through surveys allows for a more thorough understanding of what visitors want. See Figure 7. Visitor Experience Zones.

Visitor Expectations

The mission statement developed by the Frontier Pathways organization includes the providing of superior visitor experiences. The quality of experiences is a function of settings and activities. If expectations are met or exceeded, experiences are good. Expectations are frequently established by interpretive materials and personal input.

Settings and Activities

Settings and activities along the Byway are divided into seven experience **zones**. Each zone provides a unique physical setting. Figure 7. Visitor Experience Zones, depicts these zones.

Pueblo (Zone 1)

Setting: Pueblo (pop. 102,000) is the largest community and the northern I-25 gateway to the byway. It is an urban setting undergoing significant change. The El Pueblo Plaza and the Historic Arkansas River Walk Project will

continue to add attractive amenities to a community that is experiencing an economic and cultural renaissance.

Activities: In addition to a large number of tourist-oriented services and businesses, the Union Depot, Union Avenue Historic District, Rosemont Mansion Museum, El Pueblo History Museum and Pueblo County Historical Society Museum, all speak of the area's history. Walking tours of the historic district and other downtown amenities are very popular. City Park and the Pueblo Zoo Greenway & Nature Center and Colorado State Fairgrounds, are additional amenities.

Colorado City (Zone 2)

Setting: Colorado City is the southern I-25 gateway community to the byway. Located within the verdant green landscape of Greenhorn Valley, this planned community is also the gateway to the recreational and scenic Greenhorn Highway (SH 165) and the neighboring community of Rye. Colorado City and Rye provide diverse visitor services in an attractive pastoral setting.

Activities: The Cuerno Verde Rest Area and Interpretive Center is the largest visitor center on the byway, providing travel and interpretive information. Local amenities include a public golf course, community center, Greenhorn Meadows Park, Lake Beckwith and the nearby Graneros Gorge.

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SH 96-Pueblo to Wetmore (Zone 3)

Setting: This segment of SH 96 traverses the plains west of Pueblo and lie east of Hardscrabble Canyon and Wet Mountains. Largely undeveloped, there are expansive views in all directions of Pikes Peak, the Spanish Peaks and Greenhorn Peak.

Activities: In addition to scenic viewing, travelers may visit Pueblo Reservoir State Recreation Area where activities include: power boating, sail boating, camping, picnicking and hiking. The Half-Way House Stage Stop and Wetmore General Store are of historic interest. Hardscrabble Plateau/Canyon and the San Isabel National Forest are quality scenic resources greeting the visitor along this segment of the byway.

SH 96-Hardscrabble Canyon (Zone 4)

Setting: Primarily within the San Isabel National Forest, Hardscrabble Canyon is a deeply cut, dramatic ravine where SH 96 traverses the Wet Mountains.

Activities: Informal pullouts encourage visitors to stop, look and photograph the canyon. Lover's Leap, a noted rock feature, is a unique visual attribute. A wildlife viewing area has been constructed in the canyon, focusing on the canyon's bighorn sheep herd.

SH 165-Colorado City to Lake San Isabel (Zone 5)

Setting: From rural Colorado City, Rye, and the Greenhorn Valley, the byway (Greenhorn Highway) traverses the San Isabel National Forest and the Lake Isabel Recreation Area (US. Forest Service). The valley narrows and forest cover increasingly dominates the visual field.

Activities: In addition to scenic viewing, recreation at the Lake Isabel Recreation Area includes a campground, numerous hiking trails and trout fishing.

SH 165 -Lake Isabel to SH 96 (McKenzie Junction, SH 96 & SH 165) (Zone 6)

Setting: Between Lake Isabel and McKenzie Junction the valley narrows sharply and is heavily forested. Creeks ramble along the byway and drainages plunge from higher watersheds.

Activities: Summer activities include camping, picnicking, and hiking. Winter activities include cross-country skiing and downhill skiing at the San Isabel Ski Area. Several intact 1800s homesteads are visible from the byway, as is Bishop Castle.

SH 96 -Hardscrabble Canyon Westcliffe (Zone 7)

Setting: As byway visitors travel west and descend from Hardscrabble Canyon and the San Isabel National Forest, they are afforded spectacular views of the Rocky Mountains, the Sangre De Cristo Mountain Range. With the enormous Wet Mountain Valley in the foreground, the Sangre De Cristo Mountains take on striking beauty.

Activities: The historic Wet Mountain communities of Silver Cliff and Westcliffe provide a full range of services and tourism opportunities. Historic homesteads, ranches and one-room schoolhouses provide visitors with several excursions and loop drives. Watching wildlife is common. Westcliffe also provides an excellent starting point for trips into the Sangre De Cristo Mountains, just three miles west.

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Enhancing the Visitor Experience

The byway provides rewarding tourism opportunities. The intrinsic scenic, historic, recreational and natural attributes, award the visitor with attractive settings and activities.

Interpretive Materials

Besides physical enhancements, the greatest opportunity to enhance experience is through provocative interpretation of the natural and social history of the region. Interpretive materials inform and educate visitors. Projects accomplished or underway include:

- An interpretive brochure highlighting the highways, roads, communities, and history, and providing visitor information, services, and attractions.
- A touring guide (booklet) of byway resources.
- An audio tape describing significant characteristics along the byway.
- A video tape that documents the scenic and historic character of the byway.
- Information and interpretive centers and interactive electronic kiosks at the El Pueblo Museum and the Old Westcliff Schoolhouse.
- Several pullouts along the byway keyed to the interpretive materials.

As technology evolves, audio and video tapes will be reproduced in Blue Ray disc (BD) format, as well as downloadable media from the byway website and computer station Kiosks. These resources expand appreciation of the Byway's intrinsic resources and serve as mementos for visitors.

Visitor Services

The quality of a visitor's experience along the corridor also depends on how they are greeted and treated by public and private sector recreation and tourism providers. Often, waiters, waitresses and gas station attendants are the first line of visitor contact. Their knowledge of the area and friendliness help establish a visitor's sense of enjoyment. Hospitality training will be used to enhance the visitor experience and promote individual businesses.



Entrance to Frontier Pathways Interpretive Center

Visitor Input

The success of visitor enhancements can be gauged by asking visitors, "How are we doing?" Recreation and tourism providers can directly solicit feedback on the quality of their services. The byway organization intends to solicit and document visitor feedback (through face-to-face surveys) and use this information to further enhance visitor experience.

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BYWAY ENHANCEMENT OBJECTIVES - 9

The byway enhancement objectives provide new resources, incorporate development and enhance existing resources. They consider all intrinsic qualities, land use options and the need to protect key resources. The objectives also respond to the vision of stakeholders and the needs of visitors. This planning approach will be revisited, identifying corrective actions in as needed. See Figure 8. Byway Enhancement Objectives.

Enhancement of Existing Resources

Welcome and Interpretive Centers:

Several welcome and visitor information sites will provide byway information and interpretive materials.

El Pueblo Museum:

The indoor information area is located within the El Pueblo History Museum in Pueblo. It will be equipped with an interactive electronic display. Close by, an outdoor information kiosk is located on the El Pueblo Plaza.

Cuerno Verde Welcome Center:

The Cuerno Verde Welcome Center in Colorado City serves the needs of byway visitors for directional and interpretive information. The center also serves the needs of the Colorado Department of Transportation and Greenhorn Valley Chamber of Commerce.

Pueblo State Recreation Area Visitor Center:

This visitor center meets the needs of the Colorado Division of Parks and Outdoor Recreation through interpretive information about the reservoir and natural resources of the area. It also

provides directional and interpretive information about the byway.

Westcliffe Byway Information Center:

This Byway Visitor Information Center is located at All Aboard Westcliffe Museum. Tourist information will be augmented by a computer station to provide travel and interpretive information.

San Isabel Recreation Area

Located at mile marker 18, the San Isabel Recreation Area provides camping, picnicking, fishing, hiking and non-powered boating. An interpretive display describes the planning and construction of Lake Isabel in the 1930s as a cooperative effort between the US Forest Service and San Isabel Recreation Association. The display also interprets the construction of Lake Isabel Dam by the Civilian Conservation Corps in 1936, as well as, the historic work of US Forest Service landscape architect, Arthur H. Carhart. Carhart was the founder of the U.S. Forest Service wilderness preservation system and is largely responsible for the concept of automobile-based recreation.

Loop Tours:

The Byway Visitor Information Center at Westcliffe is the starting point of three loop tours. The Wet Mountain Valley Heritage Tour is a 15-mile loop drive on gravel roads past German and English colonies of the 1870s. The One-Room Schoolhouse Tour is an 15-mile loop drive that links six one-room schoolhouses used from 1870 to 1955. The Westcliffe and Silver Cliff Historic Tour is a 6-mile walking and driving tour past old mines in Silver Cliff and historic structures in Westcliffe that are listed on the National Register of Historic Places.

Signage:

A sign plan has been implemented to coordinate standard highway traffic signs, safety signs, identification and information signs, state byway signs, US Forest Service signs and tourist-oriented directional signage (TODS). Signage is discussed further in Section 11.

Future Byway Enhancement

There is increasing residential and commercial growth pressure in the Wet Mountain and Greenhorn Valleys. Subdivision growth could sharply contrast with existing land uses. Municipal and county zoning cannot provide consistent protection from inappropriate development. To the greatest degree possible, the Frontier Pathways byway organization is committed to working with byway partners to promote site planning, design and development guidelines, as well as, maintain and enhance the intrinsic qualities of the byway.

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BYWAY RESOURCE PROTECTION PROGRAM – 10

Frontier Pathway's resource protection program intends to maintain intrinsic qualities, influence new development and set the stage for future use. This approach relies on county planning, zoning and development review. Creative, non-regulatory forms of protection and the use of conservation easements also need to be considered. The protection program addresses specific means to preserve corridor resources.

Custer and Pueblo County Land Use Planning

In Custer County, residential zoning along the Greenhorn Highway is working with Custer and Pueblo Counties to review existing zoning and protection methods. Tools such as, setbacks, overlay zoning, zoning incentives, clustering development and development right exchanges may apply to the byway. The organization realizes that restrictive zoning may be viewed as a "taking." Given time and outreach, the organization is committed to exploring and implementing creative and non-regulatory forms of land protection.

SH 96 from the Custer-Pueblo County line to McKenzie Junction permits 5-acre to 35-acre parcels. San Isabel is zoned for commercial use. Zoning along SH 96 in Custer County permits 5-acre to 35-acre parcels. Wetmore, Silver Cliff and Westcliffe are zoned for commercial use. Within the unincorporated Wet Mountain Valley, 80-acre agricultural parcels are permitted.

For 1.5 miles west of Pueblo, Pueblo County zoning accommodates primarily industrial and agricultural uses. From 1.5 to 10 miles west of Pueblo, zoning along the north side of SH 96 is **S-I** and accommodates the Pueblo State Recreation Area. Along the south side of SH 96 from 1.5 to 22 miles west, county zoning is **A-I** (40 acres) and

A-2 (5-acres). In Pueblo County from Colorado City to Rye, zoning accommodates single family and commercial uses. From Rye to the Custer County line, zoning is **A-I** and **A-2**.

Conservation Easements

Conservation easements along the Frontier Pathways involve the acquisition of development rights for lands. Rights are acquired in a willing seller-willing buyer transaction. The acquired development right becomes a deed restriction to the title of the property that is transferred with the sale of the property. Compliance with the restriction must be monitored by some entity. The San Isabel Foundation in Custer County, working with the byway and the landowners, has already acquired one 1.5-mile scenic easement in the Augusta homestead area along SH 165. This easement assures the maintenance of scenic integrity while providing a tax benefit to the seller. The Colorado Byway Program is exploring the establishment of a land trust specifically for state byways.

Currently the Byway intersects or is adjacent to seven conservation easements held by the San Isabel Land Protection Trust and one held by the Palmer Land Trust. As of 2010, there are 8.2 miles of frontage along the Byway protected from future subdivision. In addition, the Colorado Cattlemen's Agricultural Land Trust (CCALT) has protected a ranch near McKenzie Junction.

Fee Simple Acquisition

Another means of land protection along the Frontier Pathways is the outright acquisition of property, which assures its protection in perpetuity. This also is a willing seller-willing buyer process. Many public and private entities in Colorado are acquiring land for resource

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protection. Many open space and natural area programs involve fee simple acquisition. Colorado's Legacy Program, part of the Great Outdoors Colorado

Design and Development Review

In Pueblo and Colorado City, building codes apply to lands within their jurisdictions along the byway. These codes regulate design and construction of structures. However, only segments of the byway have been impacted by development. Typical of rural Colorado counties, building codes do not apply in unincorporated Pueblo or Custer Counties along the Frontier Pathways. Voluntary design guidelines will be developed as a means of encouraging and promoting attractive development.

Protection of Scenic and Natural Resources

Protecting natural resources is imperative to byway success. Existing zoning and development review protect some natural resources. Conservation easements, as described above, can be a very effective means of protecting resources. Many natural resources already are protected through management by the Colorado Division of Wildlife and the Colorado Division of Parks and Outdoor Recreation. The byway segments that traverse the San Isabel National Forest are afforded some level of protection as directed by the forest plan.

Protection of Historic and Cultural Resources

Historic and cultural resources can be protected by conservation easements. In addition, historic properties can apply for designation and listing on State or National Registers of Historic Places. Such listings can provide funding for the stabilization, rehabilitation and preservation of important sites or structures.

Program (State Lottery funding for conservation and recreation project) has funded fee simple acquisitions.

Protection of Visitor Attractions and Recreation Resources

Existing visitor attraction and recreation resources currently are managed by both public and private sector providers. These include state and locally operated welcome and visitor information centers, as well as, recreation facilities managed by the US Forest Service (San Isabel National Forest).

Resource Protection Plan

A comprehensive resource protection plan for the Byway is being developed in consultation with land use professionals, land trusts and preservation organizations. The plan identifies a menu of protection processes and technique, as well as strategies for specific resources along the corridor.

Protection Criteria:

As part of the corridor planning effort, the organization has identified criteria that can be used to identify and prioritize resources in need of protection. These criteria and others that may be identified in the future, will help guide and focus protection efforts. Criteria include:

Intrinsic Factors:

- Foreground -view of property
- Background -view from or over property
- Historic structures or artifacts
- Cultural or historical significance associates with a site
- Current cultural context including continuation of traditional agricultural uses
- Special natural and wildlife areas
- Expansion of existing protection areas

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Contextual and Circumstantial Factors

- Immediacy and/or degree of threat to property
- Willing or cooperative landowner
- Ability to cooperate with or complement other efforts
- Amount of return from value expended

Protection Priorities:

The organization has identified 19 sites along the corridor that have at least one of these criteria. These priority areas are not intended to be exclusive or exhaustive. Rather, they focus and guide the organization's efforts in the immediate future. In later phases of planning and implementation, this list of sites may be modified or further prioritized. The sites are listed below and are no in order of importance (also see Figure 9, Resource Protection Areas).

1. Goodnight Barn and Related Lands: This area includes the historic Goodnight Barn and is adjacent to various ponds, wetlands and wildlife habitat. The area also helps to separate the urban area of Pueblo from rural areas along SH 96. The potential protection of State Land Board properties in this area, through the Stewardship Trust, may augment protection efforts.
2. The Bluffs: This area includes forested transitional areas and steep hillsides. Protection of this area helps to separate the urban area of Pueblo from rural areas adjacent to SH 96.
3. Pikes Peak Vista: This area north of SH 96, provides a scenic agricultural foreground, with a panoramic background view of Pikes Peak.
4. Bogg's Flat: This area provide the first unobstructed view of the entire Wet Mountain Range, with a scenic agricultural foreground. Residential or other development in this area could adversely affect this significant viewshed.
5. Jackson Hill: This area represents a transition from the agricultural plains to the rolling Pinion-Juniper foothills. Additionally, the abrupt rise of the highway over Jackson Hill provides a scenic view of the hill when traveling west and a broad view of the plains when traveling east.
6. Jackson Hill Stage Stop: The Stage Stop, together with adjacent out-buildings, constitutes a significant historic resource and an opportunity for an interesting and accessible interpretive site. The commanding view of both mountains and plains from the Stage Stop make the site attractive for new residential development, and thus increases the degree of threat to this resource.
7. Hardscrabble Plateau: This is an area along both sides of SH 96 on the east and west sides of the historic Hardscrabble and Buzzard's Roost Town Sites. The proximity of this area to residential sites increases the threat of development that may be inconsistent with the historic and cultural feel of this area.
8. Kincaid Ranch Site: This site includes visually sensitive meadows and presents dramatic views of Pikes Peak when traveling east. There is significant early western and Native American history here, including the fact that it was the first cattle ranch in the region.
9. Silver Park: This area from McKenzie Junction to Hardscrabble Divide contains a long visually sensitive and highly scenic meadow, primarily located to the south side of the highway. Because of the beauty of the area, coupled with its' relatively easy access, the area is threatened by residential development that may adversely impact the scenic qualities of the meadows.

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10. Novic Homestead: This home site is not only located in a highly visible and scenic meadow area, but represents a significant example of the homesteading heritage of the area.
11. Hardscrabble Divide: This area offers the first and perhaps most striking view of the Sangre De Cristo Mountains. It also presents an important foreground view of the agricultural meadows of Hosa Flats.
12. Sangre De Cristo Vista: This area north of SH 96 is the first “Big View” of the Sangre De Cristo Mountains and the Wet Mountain Valley. The foreground view is across a scenic agricultural setting.
13. Wet Mountain Valley Vista: Near Silver Cliff the area to the south side of the highway incorporates significant residential development and a transition to the developed areas. This area on the north side of the highway, however, has experienced little development. It presents long and unobstructed views across the Silver Cliff Plateau to the mountains of the north.
14. Silver Cliff Mill: This is a relatively intact mill site that represents both a historical resource and an opportunity for interpretation of the mining history of the area.
15. Kennicott Ranch: This area, while off the Byway, is part of a byway-related loop. The ranch land along both sides of SH 96 is relatively undeveloped. It presents views that are relatively unchanged from the time of early settlement of the area. Additionally, this agricultural area ties in with the protected Beckwith Ranch. It also presents an opportunity for interpretation regarding the history of high country ranching.
16. Augusta Homesteading Community: This historic cluster of homesteads sits in visually sensitive high country meadows along SH 165. It presents scenic foreground and middle ground views, as well as historic resources and opportunities for interpretation.
17. Bigelow Divide: This ranching area, and its open meadows, sits on the flank of Bigelow Divide. It offers significant foreground views of the ranch, along with background views of the divide.
18. Clarkson Homestead: This homestead on the east side of SH 165, includes a cluster of historically significant homestead buildings, and presents a background view of the valley below.
19. Pope Ranch: This ranch on the east side of SH 165 includes the Pope Ranch barns. It presents a panoramic background view of the valley and plains, 4,000 feet below.

Additional Planning:

In order to refine the Byway’s future resource protection efforts, the following tasks would be useful:

1. Research the 19 priority sites to determine:
 - a. Current ownership
 - b. Current land use or covenant restrictions
 - c. Specific biological and cultural information regarding the sites
2. Further prioritize the 19 sites to formulate a specific order in which they will be addressed.
3. Create site-specific conservation plans to determine the appropriate conservation activities and timeframe applicable to each of the 19 sites.
4. Contact all owners of priority sites to obtain information, initiating the process of creating voluntary approaches to resource protection.

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SIGNAGE – 11

Colorado Scenic and Historic Byway signs (columbine flower logo) were installed along the Byway in May 1997. Other sign programs include **tourist-oriented directional signage** (TODS), byway interpretive signs, the Colorado Historical Society-Colorado Department of Transportation interpretive marker program and interstate signage. All byway signage has been integrated with existing or potential traffic safety and directional signage.

State Byway Signage

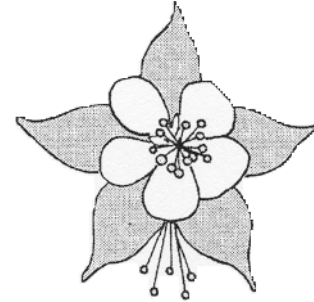
These attractive signs combine a logographic of the columbine, Colorado's state flower, with the name of the byway, Frontier Pathways. The signs identify all byway direction changes, as well as starting and ending points.

Tourist-Oriented Directional Signage

Tourist-oriented directional signage is one method of providing limited outdoor advertising along the Frontier Pathways. These signs are of uniform size and color with white letters on a blue background. A business owner pays for the cost of the sign, sign installation and annual maintenance fees.

Interpretive Signage

As part of the byway enhancement plan, a system of interpretive signs is installed along the byway. Signs interpret natural, recreational, historic and cultural resources, as described in the Interpretive Planning Approach section.



A brochure, booklet, audio tape, and video tape have been produced for

Frontier Pathways.

The Colorado Historical Society-Colorado Department of Transportation interpretive marker program has been adopted as the interpretive sign option. Sign design and construction standards were developed for use as bid documents. Specific types and locations of all interpretive signs have been developed.

Outdoor Advertising Controls

Designation as the Frontier Pathways Scenic and Historic Byway and receipt of federal TE (Transportation Enhancement) funding require compliance with outdoor advertising controls that apply to scenic byways on federal-aid roads. No new off-premise business signage is allowed along the byway. Other means of outdoor advertising are available. In most cases, existing signs that do not comply do not need to be removed.

TRANSPORTATION AND TRAFFIC SAFETY - 12

The Byway is comprised of two-lane paved highway except for the segment within Pueblo. All Colorado Department of Transportation rules and regulations are incorporated by reference.

Commercial Traffic

Commercial traffic consists primarily of ranch, farm, business, and service industry vehicles. SH 96 carry a larger portion of ranch and farm commerce traffic between the Wet Mountain Valley, Pueblo and the Front Range. Except for Hardscrabble Canyon and segments of SH 165, sight distances allow adequate passing distances or lanes. The designation of the byway in no way limits or restricts commercial traffic. Farming and ranching are historic and present-day uses. They will be interpreted as such.

Traffic Volumes

In the first nine months of 1997, the Cuerno Verde Welcome Center recorded 750,000 visitors, a very large number. As a monitoring and evaluation component of this corridor management plan, accident and volume records prior to byway signage and marking (Summer 1996) will be compared with information collected in the future. The intent is to assess how much byway recognition results in increased volumes or accidents.

Accident Records

SH 96-Pueblo to Westcliffe:

During a 3-year sample period from January 1, 1994 to December 31, 1996 there were 842 accidents on SH 96 between Pueblo Westcliffe. There were 5 fatal accidents, 307 injury accidents and 530 accidents involving property damage only. The vast majority of the

accidents occurred on the roadway and consisted primarily of rear-end, broadside, turn approach, hitting fixed objects, sideswipes (same direction) and rollovers. Seventy-three percent of the accidents involved two cars. Seventy-nine percent of the accidents occurred during the daytime. Twenty-six percent of the accidents occurred during adverse weather conditions.

For 1995, the average annual daily trips were 650 vehicles. On Wednesday, July 24, 1996, a one-day count yielded 919 vehicles.

SH 165 from I-25 to SH 96: (McKenzie Junction)

During the same sample period, 59 accidents occurred on SH 165, between I-25 and SH 96 at McKenzie Junction. There were two fatal accidents, 28 injury accidents, and 29 accidents involving property damage only. About an equal number of accidents occurred on or off the roadway and consisted primarily of hitting fixed objects and rollovers. Seventy-six percent of the accidents involved one car. About an equal number of accidents occurred during daylight or nighttime. Forty-two percent of the accidents occurred during adverse weather conditions. No locations on either SH 96 or SH 165 require immediate safety improvements.

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Access Control and Highway Design Considerations for Pullouts

Since highways 96 and 165 are state highways, access control is the management responsibility of the Colorado Department of Transportation (C-DOT). Figure 8, Byway Enhancement Objectives (see Section 9), identifies conceptual locations for scenic or interpretive pullouts. Several considerations are factored into pullout location and design including speed limits, site distances, the distance of separation from the road, right-of-way and land acquisition needs, types of vehicles and required turning radius. Under C-DOT jurisdiction, no byway pullouts will be proposed that would create a safety hazard.

Highway Design Standards and Conditions

The following provides highway design standards and conditions for State Highways 96 and 165 (Colorado Department of Transportation, 1997).

State Highway 96

Surface type	Asphalt
Number of lanes	2
Width of lanes	12 feet
Width of roadway	24 feet
Width of paved shoulder	2 feet
Width of unpaved shoulder	3 to 13 feet (typically 3 to 4 feet)
Condition of roadway	Good

State Highway 165

Surface type	Asphalt
Number of lanes	2
Width of lanes	12 feet
Width of roadway	24 feet
Width of paved shoulder	2 feet
Width of unpaved shoulder	3 to 10 feet (typically 4 feet)
Condition of roadway	Good

Maintenance Standards and Responsibilities

State Highways 96 and 165 are maintained year-round by the Colorado Department of Transportation. Both highways are maintained at the highest level or standard for Colorado State Highways. The byway segment within Pueblo is maintained by the City of Pueblo. SH 78 between Beulah and

SH 165 (12 miles) is maintained by C-DOT. All spur or loop roads off the Byway are maintained by either Custer or Pueblo Counties.

Frontier Pathways Corridor Management Plan

INTERPRETIVE PLANNING APPROACH - 13

Overview

The planning approach provides the framework used to develop interpretive services for the interpretive master plan. The approach recommends plans for interpretive media, taking into account the resources and the anticipated audience. This approach also relies on the organization's financial ability, operational procedures, site constraints and staff capabilities, to implement these recommendations. The approach identifies sites for interpretation. Objectives are site-specific.

Approach

1. Inventory existing interpretive media along the byway.
2. Inventory existing byway sites (e.g., pullouts, recreation attractions, trails, points of interest).
3. Assess accessibility of each site (e.g., vehicular, seasonal and access for those with disabilities).
4. Identify sensitive resource sites where visitors are not desired.
5. Identify potentially appropriate sites for interpretive media.
6. Identify the potential audience visiting the byway.
7. Interpret theme(s) for the byway.
8. Identify levels of staffing and procedures for interpretive media operations or maintenance.
9. Select appropriate media (e.g., personal services programs, such as staff-led walks, talks, or programs; and non-personal services such as wayside exhibits, brochures, audio and video tapes, and interpretive centers).
10. Identify interpretive information dissemination sites for non-site-specific media.

Themes

Themes are imperative to the interpretive planning process for the Frontier Pathways. Themes are the stories that drive the media and messages visitors will take home with them. Themes verbalize the foundations of the byway, its' history, natural resources and scenery, giving those elements continuity. Themes allow Frontier Pathways visitors to make connections between themselves and the landscape. This includes tribal peoples, as well as, other ancestral Americans.

Theme 1- High Country Homesteading and Ranching

The landscape of high country homesteading and ranching paints a historical and cultural backdrop for byway visitors. Along SH 96 and the base of the Sangre De Cristo Mountains lies a historic and cultural treasure, the 8,000 foot elevation, 40-mile long Wet Mountain Valley. This valley contains one of the most pristine collections of ranches and farmsteads in the Rocky Mountain West.

The earliest colonization in Colorado was attempted here. In March 1870, 350 German homesteaders settled in the valley. Their effort at communal homesteading failed, but many stayed as traditional homesteaders. Their descendants ranch and farm here today.

The north end of the valley is comprised of ranches and descendants of other settlers, many of English descent. Several magnificent ranch complexes, including the Pines and Beckwith Ranches, are visible from the corridor. Along SH 165, the Byway passes numerous old homesteads at elevations exceeding 9,500 feet. This is in sharp contrast to the Arkansas Valley settlements 15 miles east and the Wet

Frontier Pathways Corridor Management Plan

Mountain Valley ranches 10 miles west. The Mingus Homestead, listed on the National Register of Historic Places, is an outstanding example of a high country homestead. The view across the Pope Homestead is of the high valley to the plains of Colorado. The plains have changed little since the late 1800s. Many other homesteaders and settlers from Europe were Italian. The Italian Busetti homestead is located close to Wetmore. In fact, Italian Americans played a huge part in settling the area, as they often worked on the railroads and roads.

Theme 2 - Recreation Planning and Arthur H. Carhart

National recreation planning by the US Forest Service and other agencies began at San Isabel with the vision and early efforts of Arthur H. Carhart. He was the first full-time landscape architect and outdoor recreation planner employed by the US Forest Service. Carhart envisioned the automobile playing a major role in the way people would recreate in the future.

In 1919, Carhart, was inspired by the scenic and historic resources in the region. With the support of Forest Supervisor Hamel and the San Isabel Recreation Association, Carhart planned the first integrated US Forest Service recreation facility and road system in the Wet Mountains and Sangre De Cristo Mountains including Alvarado Campground, Squirrel Creek Campground, Florence Picnic Grounds and 19 others.

Theme 3 --Transportation Development

Transportation along the corridor has been a reflection of the times and the ingenuity of those who traveled the byway, called it home and now visit the byway for pleasure. The name Frontier Pathways embodies the concept of transportation. From Native American pathways, Spanish trails, trappers,

2. The Byway has three gateways, making it difficult to develop sequential media, such as an audio tape that follows the route or numbered stops at points of interest.

stagecoach routes and game trails to modern highways, the byway has been a well-used route in and out of the mountains of Southern Colorado. Today's byway visitors can see signs of a variety of transportation routes.

Theme 4 -- Architecture and Materials

The various architectural materials and styles used along the byway speak of its' diverse culture and history. These building elements have evolved with settlement in the region. The use of adobe, log, stone, brick and finished wood, reflects the cultural landscape and natural resources of specific times, settlers and locations.

Interpretation Opportunities and Challenges

Opportunities:

1. The organization's commitment to quality interpretive media is substantial; it understands interpretation and what it can and cannot do for the Byway.
2. The Byway is a hidden treasure that remains as it was years ago.
3. The Wet Mountain Valley and Greenhorn Valley are very different historically, geographically and visually, requiring different forms of interpretation.
4. There are diverse sites and points of interest to interpret along the corridor.
5. The Byway includes a number of cultural and natural resources, as well as scenic elements.
6. There are numerous potential sites for interpretation.

Challenges:

1. Interpretive media could be intrusive at certain locations.

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Phase 2 of the interpretive planning process identifies interpretive priorities. These include:

- Interpretive panels: Low profile, 36 in x 24 in. wayside exhibits
- Three-panel free -standing kiosks: Outdoor structures that house 36 in. x 48 in. wayside exhibits
- Interior exhibits: Exhibits that blend with existing exhibits and use interactive elements
- Loop tour brochures: Stop-by-stop interpretive stories of each loop
- Radio Messages: 2-6-minute audio presentations using storytellers and sound effects
- Activity book: Interactive, 36-page booklet designed to involve children and families with their physical environments through activities that encourage interaction and discovery.
- A weekend radio segment “Sights and Sounds of Custer County” on regional PBS radio stations, featuring various aspects of the Corridor and related stories and experiences. These could include audio images that visitors and residents can relate to, such as mountain lion sightings, the howling of coyotes, the buzz of hummingbirds, the clip-clop of Amish horses, the bugling of elk, the joy of newborn calves, colorful of fields of wild-flowers, a full moon over the Sangres and many others.
- Enlist related short stories and photos for the Byway website

Table 1 provides a site description, media topics and graphic possibilities for Phase 2 projects. See pages 33-35.

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Table 1. Phase 2 Interpretive Media Recommendations

Site Name	Site Description	Media Recommendation	Topics for Media	Graphics Possibilities
Pueblo	National Historic District, Including Union Ave, El Pueblo Museum and other historic locations	Six-minute radio Message in Pueblo	<ul style="list-style-type: none"> Fort Pueblo, its role in early settlement, and other stories Union Avenue Special Events Welcome to Museum and Byway 	
Historic Arkansas Riverwalk Project	Historic Arkansas Riverwalk Project (HARP) is a 4-block section along the river in historic Pueblo, connecting to 35 miles of hiking / biking trails along the Arkansas River	Two interpretive panels along HARP section	<ul style="list-style-type: none"> Arkansas River as travel corridor, Native American, Early Euro-Americans Fort Pueblo and its role in early settlement 	<ul style="list-style-type: none"> Line art of early travelers on river in canoe Line art of interior of fort and traders
Driving Tour of Historic Pueblo		Driving tour of historic Pueblo buildings	<ul style="list-style-type: none"> Introduction to the Byway History of Pueblo Frontier Pathways Scenic and Historic Byway 	<ul style="list-style-type: none"> Line art to be determined; historical photographs
Victoria Plaza (HARP)		Three interpretive panels	<ul style="list-style-type: none"> Introduction to the Byway History of Pueblo Frontier Pathways Scenic and Historic Byway 	<ul style="list-style-type: none"> Map with <i>You Are Here</i>, scenic photographs, wildlife drawings Historic photographs of Pueblo Photographs of scenery, historic structures and recreation
Greenway and Pueblo Nature Center	Nature Center operated by University of Southern Colorado on the bank of the Arkansas River; Includes a visitor center, raptor rehabilitation center, hiking trails and a café	One interpretive panel	<ul style="list-style-type: none"> Invitation to travel and byway and wildlife viewing opportunities 	<ul style="list-style-type: none"> Map and wildlife photographs
Pueblo State Recreation Area	Pueblo State Recreation Area is a State Park with a visitor center, hiking trails, camping and water recreation.	Three interior exhibits	<ul style="list-style-type: none"> Introduction to the byway Along the byway (photographs of scenery, historic structures and recreation) Travel through the area before the reservoir 	<ul style="list-style-type: none"> Map with <i>You Are Here</i>, scenic photographs, wildlife drawings Historical photographs of structures and recreation Early travel photographs
Half-Way House Stage Stop (Jackson Hill)	A stage stop at top of Jackson Hill, 1,000 feet above the plains with its half-way house and stables at the old Matthew Kinhead Ranch; is near the old community of Wetmore	Two interpretive Panels	Transportation hardships in the early mining and settlement days <ul style="list-style-type: none"> Stage stop interior, meals and accommodations 	<ul style="list-style-type: none"> Photograph of stage and stage stop Photograph of stage stop interior or copy of bill of fare and prices

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Site Name	Site Description	Media Recommendation	Topics for Media	Graphics Possibilities
Wetmore /Hardscrabble		Driving tour of Wetmore / Hardscrabble	<ul style="list-style-type: none"> • Historic Wetmore • Florence, Fort Pueblo • Old homesteads • Ranching, Fort deDuc • Hardscrabble Settlement • Hardscrabble Park • Wildlife viewing 	<ul style="list-style-type: none"> • Historic photographs and line art
Hardscrabble Wildlife Viewing Area	Utilize an existing turnout with adequate line-of-sight; Colorado Division of Wildlife is a partner in this site located in Hardscrabble Canyon	Two Interpretive panels	<ul style="list-style-type: none"> • Mtn. sheep, deer, elk, bears • Birds of prey <u>tactile wayside with notebook pages</u> 	<ul style="list-style-type: none"> • Wildlife photographs, line art of tracks and scat • Seasonally changeable notebook interactive with full-color art
Westcliffe	Located at the base of the Sangre De Cristo Range in the Wet Mountain Valley; early visitors including Zebulon Pike and John C. Fremont, use the existing Westcliffe Visitor Center located at the <u>All Aboard Westcliffe</u>	Two interpretive panels	<ul style="list-style-type: none"> • Life in an early Colorado mining town • Children’s life in early Westcliffe 	
		Three-panel kiosk	<ul style="list-style-type: none"> • Introduction to the Byway • Mining operations in the 1880s • Frontier Pathways Scenic and Historic Byway 	<ul style="list-style-type: none"> • Map with <i>You Are Here</i>, scenic photographs and wildlife • Photographs of mining and miners • Photographs of scenery, historic structures and recreation
		Loop tour brochure	<ul style="list-style-type: none"> • Westcliffe and Silver Cliff • 1870 German Colony / cemetery • Homesteads and ranching • Schoolhouses • Wildlife viewing 	<ul style="list-style-type: none"> • Historic photographs and line art
Augusta and Second Mace	In rolling, semi-open country along Highway 165; there are several homesteads on the National Register and Historic area of Augusta and Second Mace	Two interpretive panels	<ul style="list-style-type: none"> • Early homesteading; self-reliance of homesteaders • Children’s panel: life on a home- stead – education, chores and fun 	<ul style="list-style-type: none"> • Historic photographs of homesteads • Historical photographs of children in school and / or working

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Site Name	Site Description	Media Recommendation	Topics for Media	Graphics Possibilities
Beulah	An old CCC camp located in a wooded area where there are remains of a well and a preserved stone and log CCC Camp	One interpretive panel	<ul style="list-style-type: none"> • CCC program in this setting 	<ul style="list-style-type: none"> • Historical photograph of CCC Camp
Lake San Isabel	Lake San Isabel dates to the 1920s and is among the earliest examples of the Rocky Mountain tourism phenomenon brought about by the automobile; use the USFS pullout at the top of the dam	Two interpretive panels	<ul style="list-style-type: none"> • Carhart and his vision • Early recreation in this USFS area 	<ul style="list-style-type: none"> • Historical photograph of Carhart looking over a mountain scene • Historical photograph of vacationers at a campsite or cabin with an automobile
Cuerno Verde <u>Welcome and Visitors Center</u>	Rest Area at I-25 and <u>milepost #103</u> ; the southeastern end of the Byway; contains sites, exhibits, restrooms, vending machines and is a year-round facility	Three-panel kiosk	<ul style="list-style-type: none"> • Introduction to the Bservation efforts • Frontier Pathways Scenic and Historic Byway 	<ul style="list-style-type: none"> • Map with “<i>You Are Here</i>”, scenic photographs and wildlife • Photographs of campground with cars and people • Photographs of scenery, historic structures and recreation
Rye		Loop tour brochure at Rye	<ul style="list-style-type: none"> • Historic town of Rye • Homesteads and ranching • Lake San Isabel • Beulah and CCC • Greenback cutthroat trout • Wildlife viewing 	<ul style="list-style-type: none"> • Line art and photographs
Cañon City	Chamber of Commerce office	One Interpretive panel	<ul style="list-style-type: none"> • Introduction of the Byway with map, scenic photographs and wildlife 	<ul style="list-style-type: none"> • Map with “<i>You Are Here</i>”, scenic photographs and wildlife
Trinidad	Chamber of Commerce office	One interpretive panel	<ul style="list-style-type: none"> • Introduction the Byway with map, scenic photographs and wildlife 	<ul style="list-style-type: none"> • Map with “<i>You Are Here</i>”, scenic photographs and wildlife
La Junta	Chamber of Commerce office	One interpretive panel	<ul style="list-style-type: none"> • Introduction the Byway with map, scenic photographs and wildlife 	<ul style="list-style-type: none"> • Map with “<i>You Are Here</i>”, scenic photographs and wildlife
McKenzie Junction	Crossroads	One interpretive panel	<ul style="list-style-type: none"> • Introduction of the Byway with map, scenic photographs and wildlife 	<ul style="list-style-type: none"> • Map with “<i>You Are Here</i>”, scenic photographs and wildlife

Frontier Pathways Corridor Management Plan

TOURISM, MARKETING and PROMOTION OBJECTIVES - 14

Overview

Fundamental goals of the byway organization are balancing tourism and economic development with resource protection. Objectives for the tourist industry along the byway are:

1. Provide comprehensive visitor information
2. Increase expenditures of visitors
3. Increase the length of stay for visitors
4. Attract new visitors and expenditures through marketing
5. Identify tourist-related business development opportunities
6. Enhance the quality of visitor experiences
7. Instill a sense of visitor ethics and responsibilities

The following provides a strategy for byway tourism, marketing and promotion.

Existing Attractions, Activities and Events

Marketing and promoting tourism begin with an inventory of existing attractions, activities, events and services. This baseline inventory allows for informed decision-making regarding increases in visitation and expenditures. A more detailed inventory is found in the Inventory and Assessment of Intrinsic Qualities section. Significant attractions include:

1. Union Avenue Historic District, El Pueblo Museum, Rosemont Mansion Museum, Pueblo City Park and Zoo, Pueblo Nature Center, and the Colorado State Fairgrounds-allocated in Pueblo
2. Pueblo State Recreation Area
3. Numerous historic sites and structures along the Byway and within byway communities

4. US Forest Service developed recreation sites and trails
5. Views of the Greenhorn Valley
6. Views of the Wet Mountain Valley and the Sangre De Cristo Mountains

Tourism Development

Successful tourism development is a product of effective business, government and visitor interaction. It is a result of community leadership and cooperative planning between local, county, state and federal organizations. The byway mission statement speaks to this. Visitors and residents will be the benefactors of the tourism effort. Tourism links visitors with attractions, activities and other byway qualities. There are a number of opportunities and challenges to tourism development along the corridor.

Opportunities:

1. Frontier Pathways has two points of entry from Interstate 25, Pueblo and Colorado City. The Byway links with a potentially large number of tourists.
2. A combination of the corridor's quality scenic and historic intrinsic values attracts a larger and more diverse user group than a byway with qualities in only one of these values.
3. The Wet Mountain Valley, not well known by many tourists, allows for a strong market focus.
4. There is strong community support for byway designation.
5. Though the summer tourism market is much stronger than the winter, opportunities exist to strengthen the year-round attraction base.

Frontier Pathways Corridor Management Plan

Challenges:

1. Frontier Pathways will be competing with other regional entities in capturing I-25 tourists.
2. There may be a concern by residents that increased tourism and promotion will result in unwanted growth or resource impacts.

Business and Economic Development

Tourists bring dollars into local Frontier Pathways businesses and communities. Existing businesses thrive and expand. New businesses emerge. The organization is working closely with local and regional chambers of commerce and economic development entities to promote appropriate private sector development. This process also provides a forum for discussing development issues as they pertain to the Byway.

Image Development

Image development for Frontier Pathways involves creating and using visual elements appropriate to the Byway. When used systematically, these elements such as logos, colors, materials and rock work, result in a sense of identity and continuity. Images will include logo graphics, signage, as well as visitor center and interpretive kiosks. Images will relate to visual characteristics and interpretive themes. Attractive and focused marketing materials will result in quality image development.

Utilize the “Bike with Pike” logo and geo-cache marketing in a themed campaign to "Help Pike Get Home"

Frontier Pathways Corridor Management Plan

Target Markets

Target markets consist of groups who share common characteristics. Marketing and promotion strategies will be directed at these groups. Understanding the origins and destinations of visitors, group sizes, numbers of overnight stays, visitor expenditures, repeat visitors and visitor satisfaction, is critical to effective marketing. Considering over 80 percent of U.S. vacations involve car or recreational vehicle trips, knowledge of target markets is critical.

Byway visitor profile studies conducted in Colorado, Montana, New Mexico and Iowa during 1995 and 1996, revealed the following characteristics:

1. Over 60% of visitors were between the ages of 45 and 64
2. Over 80% of visitors had some level of college education
3. Over 60% of visitors earned more than \$40,000 annually
4. The average party size was 3.4 persons
5. Average expenditures per person per day were \$42.23

Since many state and national byways have been designated, there are several detailed visitor profile, expenditure and retail sales studies. Refer to the 2009 Market Niche report and the 2008 Custer County Economic Development Surveys on file.

Target market groups for Frontier Pathways include:

1. Scenic day and weekend visitors from the Denver, Boulder, Colorado Springs or Pueblo metropolitan areas.
2. Vacationing families and individuals who have advance knowledge of the byway through promotional information.
3. Vacationing families and individuals who divert off I-25 due to local promotion and interstate signage
4. History enthusiasts visiting historic sites, structures and routes.
5. Visitors to the Colorado State Fair and special events at the State Fairgrounds in Pueblo.

Promotional Strategies

Promotional strategies will be used as a means of getting tourism information directly to target markets. Marketing products will include advertising and interpretive materials, such as, brochures, booklets, as well as, audio and video materials. Byway promotion also will be achieved through public relations efforts, such as, state highway map distribution, local newspaper stories, the Internet, hospitality training, speakers' bureaus and familiarization tours for local byway guides and travel writers. Promotional strategies will provide enhancements to byway tourism, target markets and economic development

Frontier Pathways Corridor Management Plan

FUNDING and INVESTMENT STRATEGIES – 15

The Byway organization received an FY 1996 TE (Transportation Enhancement) grant of \$140,400. This was matched with \$16,150 by the State Historical Fund (SHF) and \$43,950 as the local cash match, for a total of \$200,500. Funded projects included:

Corridor management plan	\$60,000
Interpretive products	\$55,000
Pueblo Visitor Center	\$50,500
Westcliffe Kiosk	\$10,000
Wildlife Viewing Area	\$25,000
Total	\$200,500

The Byway organization submitted an FY 1997 TE grant application, but did not receive funding. Funds were requested to: further study resource protection issues, refine the enhancement plan, prepare an operations and maintenance plan, further implement the monitoring and evaluation program, analyze safety issues, conduct interpretive center feasibility studies, reprint the byway brochure and booklet, complete the design and construction of the Wet Mountain Valley Scenic Pullout, as well as acquire easements at the Half-Way House Stage Stop and Beckwith Ranch. These projects have been implemented as funding is available.

It is hoped that additional TE funding will be available to assist with these and other projects. Other public and private funding may include grants from the Colorado Historical Society for historic-related projects and the Great Outdoors

Colorado Initiative. This Initiative is funded by the Colorado State Lottery Program for parks, recreation, open space, wildlife and environmental education. As a 501-c3 non-profit corporation, Frontier Pathways is also eligible for funding from foundations and other entities that fund non-profits organizations.

Funding Objectives

The organization established project and funding objectives for planning and implementation. Objectives include:

1. Planning

Corridor management and interpretive planning are the highest priorities. Goals have been established prior to plan implementation. This maximizes financial and physical resources and redundancy is avoided. More importantly, issues and actions are prioritized based on informed decisions.

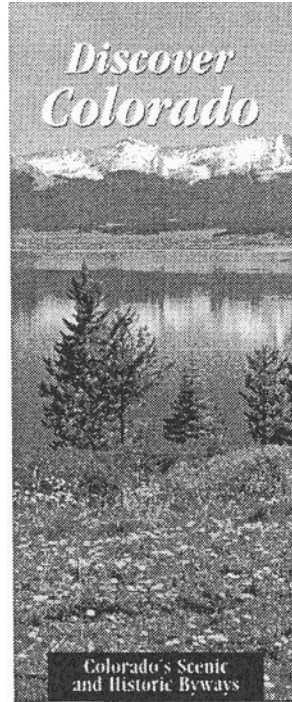
2. Marketing Materials

Interest in Frontier Pathways has increased because people see tangible products. Such examples include the production of inexpensive, but quality, lure brochures, as well as a four-color high quality brochure. The state byway columbine flower logo signs were installed for the Frontier Pathways in early 1997 and the Byway is now delineated on the official state highway map.

Frontier Pathways Corridor Management Plan

3. Partnership Development

Partnerships are essential to the byway planning approach. Many funding sources are contingent on fixed processes and schedules. Funding opportunities and partnerships frequently present themselves prior to plan completion and must be acted on immediately. The Frontier Pathways organization has developed public- and private-sector partners. The organization is eager to develop new partnerships.



4. Enhancement Actions

Enhancement actions, such as the construction of pullouts, occur as funding allows. Actions are based on the findings of this corridor management and interpretive plan, as well as an assessment of funding partnerships.

5. Resource Protection

Frontier Pathways Scenic Byway, Inc. is working with federal, state, and local partners to sustain or enhance resource protection, along with historic sites and structures.

Funding and Technical Assistance Partnerships

Frontier Pathways Scenic Byway, Inc. has developed a number of funding partners at the federal, state, county, and community levels including the U.S. Forest Service, the Colorado Division of Wildlife, the Colorado Division of Parks and Outdoor Recreation, Pueblo County, Custer County, the San Isabel Foundation, the Greater Pueblo Chamber of Commerce and the Valley Park and Recreation District, as well as others. Contingent on state and national designation, additional TE funding for Frontier Pathways Scenic Byway, Inc. may be available. As a National Scenic Byway, the organization would better diversify its funding support.

MONITORING AND EVALUATION – 16

Byway Monitoring and Evaluation Program

Overview

The Frontier Pathways monitoring and evaluation program is an ongoing process of planning, implementing actions, evaluating their effectiveness and amending the plan as needed. As actions are completed, they are removed from the plan.

Key aspects of the evaluation program are the effectiveness of marketing tactics and the ongoing protection of intrinsic resources. Before actions are taken, each marketing approach includes the identification of benchmarks for success. Limits of acceptable change are being developed for intrinsic values. Once an action is implemented, it is measured against its' benchmark. If the action has been unsuccessful, corrective measures are taken, or the benchmark for success is reevaluated.

Review Process

An informal review process is ongoing and documented. As part of each Board of Directors quarterly meeting, a formal review process is used to evaluate the success of actions. If corrective actions are needed, the Board determines the needed action, responsibilities, costs and schedules. If the Board determines that public or agency comment is needed, this is facilitated. The plan is amended as necessary.

Frontier Pathways Corridor Management Plan

ACTION PLAN – 17

Objective A

Establish a byway organization that can manage the Byway for the long-term, including the development of partnerships. Local participation is critical to the success of the Byway.

Ongoing Action Items with BOD Responsibility

- 1) The full BOD will meet quarterly and more frequently, as necessary.
- 2) Chairpersons will be appointed for the standing committees: (1) History, (2) Interpretation, (3) Resource Protection and (4) Marketing. Committees will meet on an ad hoc basis as necessary. The BOD and its' committees are responsible for management of the Byway.
- 3) The BOD will solicit opinions, at least annually about ways to strengthen the board effectiveness.
- 4) The goal is to work towards a full board of 21 members.
- 5) Additional partners will be invited to participate in joint projects, as needed, appropriate and mutually beneficial.
- 6) Explore funding a part-time staff person to assist in managing byway activities
- 7) In 1998, the BOD will ask the Friends of the Beckwith Ranch to be an active partner in joint funding requests where mutually beneficial.

Completed Action Items

- 1) Identify and assemble an initial byway organization. Completed -1994.
- 2) Formalize the byway organization by establishing a 501c-3 nonprofit corporation and appoint a BOD. Completed-August 1995.
- 3) Develop and maintain relationships with municipal, county, state and

federal entities, as well as other non-profit organizations for project and fund sharing. Partners help themselves by helping the Byway. FPSB Participants include:

- San Isabel, Palmer and other land trusts
 - US Forest Service Colorado Department of Transportation
 - CO Scenic and Historic Byways Commission
 - Colorado Division of Wildlife
 - Colorado Division of Parks and Outdoor Recreation
 - Colorado State University/Department of Local Affairs
 - Colorado Historical Society
 - El Pueblo History Museum
 - Great Outdoors Colorado
 - Pueblo County
 - Pueblo Area Council of Governments
 - Pueblo
 - Pueblo County Historical Society
 - Greater Pueblo Area Chamber of Commerce
 - Destination Pueblo
 - Pueblo Latino Chamber of Commerce
 - Greenhorn Valley Chamber of Commerce
 - Westcliffe, Silver Cliff, Colorado City, Rye, Beulah, Wetmore, City of Pueblo
 - Hardscrabble-Wetmore Historical Society
 - Custer County
 - Custer County Tourism Board
 - Custer County Historical & Genealogical Society
 - Valley Parks & Recreation Youth Center, Inc.
 - Custer County Chamber of Commerce
 - Custer County Non-Profit Collaborative
 - All Aboard Westcliffe Museum
 - Silver Cliff Museum in the Historical Silver Cliff Town Hall and Fire House
 - Westcliffe Center for the Performing Arts
- Custer County //Silver Cliff/ Trails System

Frontier Pathways Corridor Management Plan

Objective B

FPSB will maintain an ongoing public and private sector partnership involvement process that assures continual long-term representation of all byway stakeholders. Responsibility – BOD and other identified partners below.

Action Items

1) Conduct at least 2 presentations a year to groups with byway interests, such as chambers of commerce, historical societies, clubs, non-profit organizations and schools. The purpose of the presentations will be to acquaint groups with the goals and actions of the Organization to solicit their interest and input. Presentation materials can include a slide show, the Byway interpretive video, the 4-color brochure and additional marketing materials. Timeframe- Ongoing.

2) The Executive Director (ED) will produce an annual newsletter to inform byway stakeholders about goals and actions. Timeframe – 2011.

3) Solicit ongoing public involvement through newspaper articles in the Pueblo Chieftain, the Wet Mountain Valley Tribune and the Greenhorn Valley News. Legal notices will be used as appropriate. Pueblo radio and television coverage will be solicited. Email, website postings, networking, along with online radio and TV station calendars and social media venues, will also be utilized. Timeframe-Ongoing.

4) Network the byway public involvement process with other organizations to increase public exposure. Groups may include the US

Forest Service, the CO Division of Wildlife, CO Heritage Areas Program, the San Isabel Foundation Land Trust, Friends of the Beckwith Ranch and others. Timeframe-Ongoing.

5) The ED will update the mailing list of landowners along the Byway biannually, along with a phone and email address book.

6) Conduct a series of public meetings biannually or more frequently, if needed in the Greenhorn Valley area, Custer County and Pueblo County. The BOD will use input to revisit goals. Timeframe-Ongoing.

7) Complete an integrated Byway Visitor Information and Interpretation Action Plan. Maintain and update as needed.

8) Maintain and update contact database all public and private-sector organizations, entities, individuals and landowners along the byway.

Completed Action Items

1) Identify all public and private-sector organizations, entities, individuals and landowners along the Byway. Completed-1998.

2) Prepare a mailing list database. Completed-May 1997.

3) Conduct initial public meetings along the byway route to introduce the corridor management planning process. Completed-April 1994 through June 1997.

4) Complete an integrated Byway Visitor Information and Interpretation Action Plan. Completed-2000.

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Objective C

Support an ongoing effort to provide visitors with high quality services and attractions that are unique to the Byway. Economic development, tourism, marketing and promotion will aim to benefit this uniqueness. Partner with public and private-sector tourism providers. Facilitated by the BOD, ED and Marketing Committee.

Action Items

1A) Update the Byway's website to act as the most complete and current visitor services tool. Supplement the website with a byway fact sheet and other printable version handouts which plainly display key phone numbers and website addresses, to assist byway visitors. The Custer Chamber of Commerce Visitor Guide and Pueblo Chamber Guide will be utilized, as well as supplemental handouts prepared for the remaining sections of the Byway. All printed material will encourage visitors to utilize the website, whenever possible, to work towards a "green", less paper oriented marketing strategy. Review and update handouts as needed. Timeframe-2012, then ongoing.

3) Timeframe-1998. Conduct an inventory of visitor services and attractions. Revise in 2011, then update annually.

Completed Action Items

- 1) Conduct an inventory of visitor services and attractions. Completed-1997.
- 2) Prepare a high quality 4-color brochure that describes and graphically depicts the Byway (see brochure discussion under the Interpretive

Planning Approach, Section 13). Completed-1998.

3) Assess the use of tourist-oriented directional signage (TODS Program) as a means of advertising byway businesses and minimizing the visual intrusion of commercial signage. Completed- 2006.

Objective D

Develop and produce quality interpretive materials that enhance the byway visitor's experience. These materials should be provocative, emotive, educational and entertaining. Facilitated by the Interpretation Committee.

Action Items

1) Develop, print and distribute an interim 4-color brochure for use by visitors until the comprehensive 4-color brochure is finished. Timeframe-May 1998.

2) Prepare a 48-page interpretive booklet that provides detailed descriptions of the Byway's intrinsic resources and interpretive themes. Timeframe-

3) Develop and produce 500 copies of an audio-tape interpreting the Byway route. Distribution points include the El Pueblo Museum, Cuerno Verde Welcome Center and the All Aboard Westcliffe Interpretive Center. Timeframe May

4) Develop a videotape documenting the byway's resources. Though the video is targeted for visitors, it will also be used for internal marketing for byway partners and stakeholders. Timeframe-July1998.

5) Develop an interactive CD-ROM kiosk at the El Pueblo Museum that details byway resources, attractions, amenities and directions. Timeframe-November 1998.

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6) Develop and construct a byway interpretive display on the El Pueblo Plaza. The structure will have three panels and include an overhead cover and lights. Timeframe-June 1998.

7) Annually, monitor all interpretive media in terms of effectiveness and durability and update or take corrective actions, while updating technology to handheld devices, portable flash drives, blue ray disc and other media. Timeframe-Ongoing. 8) feasibility studies for the Arthur H Carhart Interpretive Center and High Country Nature Center. Timeframe- , then ongoing.

9)Completed Action Items

1) Prepare an interpretive planning strategy for the Byway. Completed-2000.

2) Develop, print and distribute an interim 4-color brochure for use by visitors until the comprehensive 4-color brochure is finished. Completed 1997.

3) Develop and produce an audio-tape interpreting the byway route. Distribution points include the El Pueblo Museum, Cuerno Verde Welcome Center and the All Aboard Westcliffe Interpretive Center. Completed-1998.

4) Produce a videotape documenting the byway's resources. Completed-2003.

5) Prepare a 48-page interpretive booklet that provides detailed descriptions of the Byway's intrinsic resources and interpretive themes. Completed- 1998.

7) Develop an interactive CD-ROM kiosk at the El Pueblo Museum that details byway resources, attractions, amenities, and directions. Completed- 1998

8)

9) Initiate feasibility study for the Arthur H Carhart Interpretive Center. Completed-2002.

Objective E

Design and build interpretive sites, stations, pullouts and signage to enhance visitor knowledge, appreciation and enjoyment of the Byway. Facilitated by the BOD and Interpretation Committee.

Action Items

1) Construct and operate an indoor-outdoor byway information center at the El Pueblo Museum in Pueblo, the northern Interstate 25 access point. Update the CD-ROM kiosk to reflect current seasons and activities. 2) In partnership with the US Forest Service, Pueblo County Historical Society, Pueblo Chamber of Commerce and the City of Pueblo, build the Arthur H. Carhart Interpretive Center. The center honors Carhart, the first landscape architect and outdoor recreation planner employed by the US Forest Service. He was also the founder of the US Forest Service wilderness preservation system. The center interprets the impact Carhart had on early recreational planning along the Byway and in the nation (1919). Carhart recognized and planned recreational driving routes (portions of SH 165, 78, and 96). His concepts would become a national blueprint for driving for recreation.

3) Develop a computer station at the All Aboard Westcliffe Museum. Timeframe – 2010.

4) Investigate, develop and interpret a Half-Way House Stage-Stop pullout on SH 96. Partners will include the Colorado Department of Transportation, the Colorado Historical Society, the Custer County Historical & Genealogical Society and Custer County. Timeframe-Ongoing.

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5) Develop the Big Horn Sheep Wildlife Viewing Area along SH 96 in Hardscrabble Canyon. This project will be developed in cooperation with the Colorado Division of Wildlife and the U.S. Forest Service. Other animals such as deer and beaver also may be viewed. This site also provides interpretive opportunities for geology and natural systems. Update with additional interpretive signage. Investigate the possibility of self-contained restrooms. Timeframe-Ongoing.

6) Develop the Sangre De Cristo-Wet Mountain Valley Scenic Overlook. Partners will include the Colorado Department of Transportation, Custer County, and the Fremont-Custer County Historical Society. The project is divided into 3 phases; Phase 1 will consist of site selection, acquisition, and preliminary design Phase 2 will include site and interpretive design and Phase 3 will consist of site construction. Timeframe-2011.

7) Investigate and develop the Augusta-Second Mace Homestead District Interpretive Site on SH 165 at the Mingus Homestead (National Register of Historic Places.) This area includes several unique high country homesteads along the Greenhorn Highway that may be designated as a Colorado State or National Historic District. Partners will include the US Forest Service, the Colorado Department of Transportation, and the Colorado Historical Society The project is divided into 3 phases; Phase 1 will consist of site selection and funding; Phase 2 will consist of site and interpretive design; and Phase 3 will consist of site construction. Timeframe-On hold.

8) Develop the Beckwith Ranch complex interpretive marker as part of the Wet Mountain Valley Loop Tour via SH 69. The partnership would include the BOD, the Friends of the Beckwith Ranch, the Interpretation

Committee, the Colorado Department of Transportation, the Colorado Historical Society, the Fremont-Custer County Historical Society, and the San Isabel Foundation. The project will be divided into 2 phases; Phase 1 will include funding acquisition and interpretive panel design Phase 2 will entail site construction. Timeframe-2000.

9) Investigate, plan and develop the High Country Nature Center. The Nature Center would likely be developed along SH 165 in the Wet Mountains, known for their diversity in both flora and fauna. Interpretive displays will include panels describing life zones, ecosystems and biological themes. An interpretive trail will showcase the important themes. Partners will likely include the US Forest Service, Colorado Division of Wildlife, Colorado Natural Areas Program, Colorado State University, University of Southern Colorado, Custer County 4-H and Great Outdoors Colorado. The phases of the project will be: Phase 1 – market study and analysis of potential sites, Phase 2 - site selection and funding, Phase 3 – design of site and interpretive features and finally, Phase 4- construction. Timeframe-Ongoing.

10) Along with the City and County of Pueblo and other partners, work to enhance the blighted western gateway to the byway corridor along SH 96 from the Chain of Lakes to Pueblo Boulevard. This will include the construction of one or more pull-offs along the SH 96 near the historic Goodnight Barn, acquisition of an easement or purchase of the barn as necessary, interpretation of the historic barn and area and a study plan to determine corridor enhancement needs for that stretch of the byway route. Timeframe-Ongoing.

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Completed Action Items

3

1) Development of the Cuerno Verde Battle Interpretive Marker at the Cuerno Verde Rest Area at SH 165 and Interstate 25. Completed-June 1997.

4).

2) Construct and operate an indoor-outdoor byway information center at the El Pueblo Museum in Pueblo. Update the CD-ROM kiosk to reflect current seasons and activities. Completed-2003.

3) Build the Arthur H. Carhart Interpretive Center. Construct a byway interpretive display on the Arthur H. Carhart Plaza. Completed-2003.

4) Implement the Big Horn Sheep Wildlife Viewing Area along SH 96 in Hardscrabble Canyon. Completed-2001.

5) Develop the Beckwith Ranch interpretive marker as part of the Wet Mountain Valley Loop Tour via SH 69. Completed-2004.

1) the Colorado Department of Transportation Colorado
2) Timeframe-3)
4) 5) 6)

7) Coordinate Timeframe.

8)

9) Timeframe

10) Educate and remind local governments that new billboards are not permitted along the Byway. Timeframe – ongoing.

1) B Completed-1997) , cod.

, as well as to protect scenic, historic3)B Timeframe-December 1998. that's-2000.1-January Completed-1998.3) Completed- 2000.

2) Byway. Colorado Cattlemen's Agricultural Land Trust (CCALT) . . History Museum 5) Through periodic conservation workshops, identify changes or needed improvements in corridor physical, social and biological qualities. Engage partners and potential partners in the process. Timeframe- every three years or as needed.

6S

2) Conducted 2-day scenic byway conservation workshop that included a corridor tour, expert testimony and training for BOD members and partners. Completed-2008.